

The Ultimate Question Guide

Building Trust and Connections One
Question at a Time



By Greg Dermond

The Ultimate Question Guide

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Powerful and effective questions are the tools to help people discover new ideas to find answers. The key to connection is building trust through conversation. This also means digging deeper into these conversations by developing and asking relevant and timely questions. The quality of the information you receive depends on the quality of your questions.

Unfortunately, when it comes to establishing trust, sellers are at a disadvantage. The selling profession has a long-standing of having a poor reputation surrounding trust. Buyers have been taught to interact and proceed with sellers with caution. Buyers believe that sellers are only money-motivated, shifty, deceitful and self-absorbed. All too often, sellers give buyers reasons to agree with these perceptions, which leaves the remainder of sales professionals to offset the ones who burn our buyers.

“Experts don’t walk around claiming to be experts. They demonstrate their expertise through the questions they ask and the insights they share.” – Adam Grant

In the new world of sales, able to know the right questions to ask is more important and valuable than producing the right answers. That doesn’t mean not to have appropriate answers – it’s being able to learn and how to ask better questions.

Good questioning leads to an important and necessary exchange of thoughts and ideas. Identifying problems is a way to move others. One of the most essential skills is the ability to ask the right questions. Doing so will help uncover opportunities, suppressed issues and finding unexpected problems.

The Ultimate Question Guide

Building Trust and Connections One Question at a Time



An important research study that started back in the 1960s by social scientists – Jacob Getzels and Mihaly Csikszentmihalyi – focused on the subject of creativity. They studied students at the nearby School of Art Institute of Chicago. The experiment produced two groups: one group was trying to solve a problem for their drawing; the other group was trying to find the problem.

A panel of experts were asked to evaluate the work completed, by both groups. The tabulated results discovered that the experts rated problem finders' work more creative.

As a follow-up to the original study, Getzels and Csikszentmihalyi tracked down the students in the 70s and 80s; they found the problem finders were significantly more successful -- standards set by the artistic community – than their peers.

Getzels concluded: “It is fact the discovery and creation of problems rather than any superior knowledge, technical skill, or craftsmanship that often sets the creative person apart from others in his field.”

More and more research has shown that people most inclined to creative breakthroughs in art, science or any endeavor are most likely to be problem finders.

These findings based on the nature of problems have significant implications for the new world of sales. Meaning, both sales, and non-sales selling will need to depend more on the creative, methodical, problem-solving skills of artists than a simplified, mathematical, problem-solving skills of technicians.

“The average four-year-old asks three hundred questions a day. The average college graduate asks twenty.”
– **Larry Wilson**

As John Klymshyn so eloquently writes in his book, [“How to Sell Without Being A Jerk!”](#):

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

“A key cerebral and improvisational component to selling without being a jerk is building questions (Million Dollar questions). These questions are about the other person in the conversation and are used to get him or her thinking in a certain way or about a next step, which is absolutely essential to win a sale. These questions also help to continue and expand conversations, and more importantly, evoke invitations.”

The following question compilation will provide you with an abundance of options for varying sales stages in your cycle. The purpose for this is to have an arsenal of questions at your fingertips as you engage in conversations to current and potential customers.

Whether the sale is large, small, simple or complex, almost every sales call goes through four distinct stages: Preliminaries, Investigating, Demonstrating Capability and Obtaining Commitment. Studies show that the Investigating phase is the most important of all selling skills and is crucial for the larger and more sophisticated sales.

There is only one reason we sell anything: our ability to reduce the concern/pain by moving others to change. We can't lessen the concern/pain if we don't know what it is. It's not what we say that matters as much as what we ask and connect in the area psychologically crucial to the customer.

There is a saying that's been around for a while in the sales profession: “A.B.C – Always Be Closing.”

As much I enjoyed that when I first started out in sales, I've come to learn and love the variation of it: **“A.B.A. – Always Be Asking.”**

When it comes down to it - questions are magical when appropriately applied.

“The wise man doesn't give the right answers; he poses the right questions” - Claude Levi-Strauss

Questions are the key to catalyze your conversations with people and to naturally discover the delicate balance of the needs and desires and what we can offer.



The Ultimate Question Guide

Building Trust and Connections One Question at a Time



Questions are the key to your ultimate success. I hope this handbook helps and I wish all of the best in this incredible profession!

Questions Compilation

For purposes of this guide, “buyer” can mean prospects leads, and current customers with a various of titles and roles within an organization.

Questions to Address Gatekeepers/Screeners

There are times when we cannot speak directly with buyers and need to address individuals that screen the incoming calls for our target buyers. These questions and phrases help increase our chances to get past the gatekeepers. Remember, every call is an information opportunity so let’s use the screeners to help us too.

1. Hello, I’m Don Davis with ABC, Inc. Pam Johnson please.
2. Hello. Perhaps you can help me. I’m Don Davis with ABC, Inc. I want to be sure I’m talking to the right person and that what I have would be relevant for him/her...
3. Good morning/afternoon Jennifer; is Pam in?

If the response from the screener is: “And what is this in reference to?”

The Ultimate Question Guide

Building Trust and Connections One Question at a Time



1. My company specializes in helping companies in the (insert industry) industry (insert application area benefits). I want to ask him/her a few questions to determine how we may be able to possibly help and see if it's worth to speak further. Can you connect us?
2. I have a few ideas I'd like to run by Ms. Johnson regarding (insert application).
3. My company specializes in helping companies in the (insert industry) industry (insert application area benefits). Depending upon whether or not that's an issue for him/her, we might have something that he'd/she'd like to take a look at. I'd like to ask him/her a few questions to determine that.
4. I want to ask him/her a few questions to determine how we may be able to possibly help and see if it's worth to speak further. Can you connect us?
5. I want to be sure that what I have will be of interest to Kathy. There's probably some information you could give me...
6. I'd be happy to tell you, but it's important I speak to him/her directly.
7. I'm not exactly sure. That's why I'm calling him/her.

If the response from the screener is: "Is this a sales call?" or "Are you a salesperson?"

1. I don't know yet; If there's a fit for what we have, it might be. Otherwise, no. I specialize in working with engineers/program managers, helping them (insert application). I'd like to ask Pam a few questions to see if we have the basis for further conversation.
2. I'm not sure. That's why I have some questions for him/her.
3. I don't know yet. Is it possible that Pam may be trying to partner with me?
4. My title is (insert title). Typically, I consult regarding the best ways organizations can partner with us for improved results. So, it goes far beyond being a salesperson, as I am sure in your role you wear many hats too.
5. Yes, I am and I just want to talk to (insert name) and find out a little more of what you do and if we can be of help.
6. Well, according to my manager, not a very good one! (humor)
7. My title is (insert title). I wanted to ask a couple of questions of him/ her to see if it would be even worth it to have a conversation.

When nothing else works:

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. Since you won't put me through, would you be kind enough to give me your name? That way when someone calls in about the inquiry, I'll be able to tell them who it was I spoke with from your company.
2. What do you need to know personally before you put this call through?
3. Jennifer, if you were me and you needed to speak with Pam, what would you do?
4. I'm sure he/she doesn't want to play telephone tag. When would be the best time for me to call back?

Open-ended Questions & Positioning Phrases

These questions help to build rapport and create emotional bonds by allowing buyers to think and then answer questions with some bit of information. It's the opposite of "closed-ended" questions where buyers can simply answer with a "yes" or "no" without any need to elaborate.

You can start open-ended questions with the What, How, When, Where, Who, Why.

1. What are you hoping that (insert interest in your product or service can do for you?
2. So, what prompted you to contact us? So, what prompted you to visit our web site/product resources? Tell me, what was it that prompted your call?
3. What are you looking to do with our (insert product or service)?
4. How did you know to call/contact us?
5. If you had to choose one, what current tasks/responsibilities concern you the most?
6. Help me understand why you're looking for products like ours...
7. What has happened in your group/department that helped you determine you needed to look at other tools like ours/?
8. Why are you looking at tools right now?
9. When you look at the process of ..., beginning with (A - the first step in the process) through (Z - the successful outcome of the process) as well as things are working for you, what part of the process concerns you the most?
10. So, I can understand your situation better, tell me about your current responsibilities in your position....
11. In addition to that, isn't there something else in the back of your mind?
12. Is it ok if I share with you what we do and why people use us? Then, we can decide whether it makes to go further.

Pre-Meeting (or Pre-Call) Questions & Positioning Phrases

These questions help to create up-front understandings, agreements, and clarify expectations before conference calls and face to face meetings.

1. From your perspective, what would be a valuable way for us to make the most of this time today?
2. Steve, let's see set some ground rules for our meeting/con call. I'd like to be able to ask you some questions about your situation/ application need, and I want you to be able to ask me anything you'd like about our (insert product or service). Is that fair?

The Ultimate Question Guide

Building Trust and Connections One Question at a Time



1. As we ask and answer each other's questions, we may decide there isn't a fit between what you need and our software modules/solutions. We may realize it doesn't make sense to spend any more time together. If we reach that point, are you comfortable with telling me that? On the other hand, if you see that our software makes sense to you, we can decide to move forward. Ok?
2. How much time have you set aside for this con call/meeting?
3. Rob, what are some of things you would like to accomplish today?
4. Jessica, when we were on the telephone, I asked you to state with me three of the biggest challenges/problems you were having in the areas we discussed. Can you share those with me?
5. After your comment to me on the phone last month, I've been thinking about a way to (insert impactful benefit).
6. Amy, just so we understand one another and there are no surprises or disappointments, I'd like to establish a couple of goals for our conference call/meeting on (date and time). What do you hope we can accomplish by the end of the meeting? Will you write down the three most critical concerns on which you'd like addressed or see improvement?

Expander & Clarifying Questions

These questions are intended to help dig deeper into the buyer's current situation. It is also designed to get a better understanding of the buyer's possible symptoms, pain points, and adverse impacts.



The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. Could you expand that thought?
2. Could you help me understand....?
3. What, ideally, do you want the end result to be?
4. When you are evaluating/demo-ing the product, what criteria will you use to judge it, and what will you need to see to move forward?
5. How would you measure satisfaction after you've evaluated and used it?
6. Can you tell me more about your assignment?
7. Could you please help me out?
8. I'll be asking you some additional questions today to understand your needs. Is this OK?
9. A moment ago, you mentioned (insert concept). Can you tell me more about...
10. In addition to that, isn't there something else in the back of your mind?
11. I'd like to probe that a little further...
12. When you say....
13. What would be an example of...?
14. Good question (name). Why did you ask me that one just now?
15. What effects are those challenges/obstacles having?
16. What you just said raises an important question...
17. You mentioned a concern about...could you walk me through that?
18. That answer/comment shows a strong knowledge of....
19. A moment ago, you mentioned....
20. I'm not sure...what did you have in mind?
21. What areas have you targeted for an increase in productivity?
22. Who else might be involved (other names of players)?
23. Could you walk me through this....?
24. The more we talk about your need, the sooner we'll resolve it.
25. How are you doing your analysis now? And the shortcomings?
26. What are you hearing from your co-workers/ customers?
27. Ok, I think I understand you clearly. Why do you believe that?
28. Is there something I forgot to ask?

Indicator & Implication Questions

These are questions that aim to draw out the buyer's feelings and to strive for true and honest engagement. These questions are also designed to probe for the buyer's experience or knowledge of any symptoms and if it persists, what would happen (think negative future with consequences).

The key to this is emotional involvement and to get the buyer to think in terms of the impact in the near future if the issue or problem goes unresolved. What are those negative repercussions of staying the same?

Problem & Concern Expander

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. What will happen if the issue continues?
2. Does that mean you're completely happy with your current situation?
3. What attempts were made to....?
4. Is that something that will go away on its own?
5. Can you be more specific about (problem)?
6. Is there anything about your current situation you don't like?
7. What will getting this project done the way you want it mean to you?
8. What's worked for you and what hasn't?
9. What do you hope to achieve with a solution that you don't have now?
10. What have you tried to eliminate....?
11. What are the implications of not taking care of that quickly?
12. If you could change one thing, what would it be?
13. What have you tried in the past to fix the problem/concern?
14. When you tried to...what happened/ what did you find?
15. What are some areas where reducing costs would be of particular value?
16. In the industry/application area we've noticed problems with (name difficulty). Have you experienced any problems in this area?
17. How is that affecting you/the department/organization?
18. How much time do you have to find a solution and implement it?
19. What's most important to you about this project?
20. What will happen if that issue continues?
21. What's preventing you from achieving your objectives?
22. What is holding your group/company back from making the transition?
23. If you had to pick one major obstruction to achieving your goals, what is it?
24. Is time a factor?
25. How long has that been a problem/concern/challenge?
26. What is the level of urgency for this project?
27. What are the strategies you're not focusing on?
28. How often is funding the problem?
29. How is the budget issue affecting your progress?
30. What is the causing the biggest issue; your people, processes, or budget?

Success, Failure, & Lessons Learned

1. What were the other options that were attempted?
2. Were the results what you had hoped for/expected?
3. Was that a successful course of action?
4. How well did that work?
5. What is keeping you from solving the problem?

Cost Impact

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. What will happen if that issue continues?
2. What is the return on investment you're not getting, but should?
3. What does your experience tell you that this is costing you?
4. Have you had a chance to put a number on the cost now and going forward?
5. What will that cost if the trend continues on like it has been?
6. What are the implications of not taking care of this quickly?
7. Will further delays lead to increased costs?
8. How much do you expect this problem to grow once your staff doubles/increases in size?

Priority Impact

1. How much are you willing to invest to solve this problem?
2. How does this compare to other issues you're dealing with?
3. When you consider all the issues on your desk/plate/list, where does this fall on the priority scale?
4. How projects get prioritized?

Positive Future & Need-Payoff Questions

These questions help discover the buyer's vision and focus on the solution rather than the problem. These questions also designed to be emotional-based so that they increase the acceptability of your solution by helping to paint a positive future. This also has been found to increase the chances for the "internal" selling to take place within your customer's domain.

1. If you had additional resources, which initiatives would you invest them in?
2. So where are you in the process now and where would you like it to be?
3. What demands will your future strategy make on employee resources you need?
4. What do you see as possible solutions?
5. Would it be useful if...?
6. Why would you find this solution so helpful?
7. Is there any other way this could help you?
8. How would that help?
9. What changes would you implement?
10. What do you want your customers to say?
11. Looking forward 3 or 6 months from now, what would you like to see?
12. Why is it important to solve this problem?

Budget (or Funding Allocations) Questions & Counter Phrases

At this point in the sales dialogue, you are at the point of investigating how much possible funding could be allotted now or in the future for your solution. These questions are created to gauge whether or not you can move forward toward the consummation of the opportunity.

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. _____most of my clients have a price range in mind when considering this, what is yours?
2. Will the funds for this project come out of your budget or someone else's?
3. So, you already have the money set aside for this?
4. Sharon, I want to be sure we're both on the same page here regarding what you're looking for. What range of investment did you have in mind for this project?
5. So that I can make the best recommendation for your situation, give me some idea of dollar range you were initially thinking about.
6. What kind of price range had you planned for this?
7. The reason for the next question is that my recommendation will be based on what's best for the amount of money you have to work with. Can you give me an idea of what your budget is for this project?
8. If you decide you want to move forward, is the funding available to you?
9. Grant, do you have a budget set aside for the solution to your problem? (if the answer is no...respond with a softening statement). That's not unusual. How do you plan on moving forward?
10. If the answer is too low...two options to ask: a) What will we do if the investment needed is higher than you've planned for? b) In case we can't go first class, are there some problems we can leave unsolved if we have to? Which ones?
11. "Bracketing" - If the answer is "yes" but it cannot be shared: That makes sense, and I understand. Scott, as you probably imagine, we have many products that might solve your problem. Some of our solutions range in price from \$5,000 to \$30,000 and others from \$30,000 to \$60,000. I understand this confidential information, but off the record which range do you have in mind?
12. How is this solution going to be funded?

Buying Process Questions

The next set of questions will help determine how and when the purchase would happen. Listen to the type of words like "he" "she" "they" "we" or a name to learn if someone else is involved. If so, then you proceed to find out who that is.



The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. Who else besides yourself will be involved in implementing this decision?
2. _____ who else will you be speaking with in regards to this decision?
3. What's the procedure at your company for making a decision like this?
4. What specifically needs to happen on your end to move forward?
5. What specifically will happen after you receive this quote?
6. What is your timeframe for installation/ delivery?
7. If you decide to move forward, what channels will you need to go through?
8. What is your typical purchasing process? How long does it usually take?
9. How long does it typically take for this to move through the channels for an approval on something like this?
10. What are the three most important points you'll base your decision on?
11. Once you decide you want to move forward, will you have to run it by any other department to get financial approval for it?
12. Assuming you/ your group like(s) what you/they see after the conference call/demo, what's next?
13. What are your criteria for making a decision on this?
14. What route will this decision-making process take in your organization?
15. If you decided to go this route, what is the overall decision-making process?
16. Who else will be in on the selection committee?

Getting to the Key Stakeholder Questions & Phrases

The next set of questions is facilitating the buying process by identifying the key people in the process. Having a good understanding of the process can help tremendously in avoiding delays.

1. Should we include (name of decision maker) to discuss this with so that we can finalize everything?
2. Instead of you having to take a lot of time and write all of this down, would it be any easier to get him on the phone now so we can pass it on directly?
3. Here's an idea that might help. If you feel it would move this along, I could contact that person myself and share the information to help you sell it. Do you think that would be useful?
4. Would you want me to contact Aaron with this information to save you some time?
5. Since she might have some questions for you after you present this to her, would it be any easier for you if I spoke with her myself?

Closing Questions & Status Positioning

Below are effective questions to ask for the order.

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. If you made a decision today, where would we stand?
2. Does this seem to be the kind of solution you are looking for?
3. Do you have enough information to make a decision?
4. Based on everything I've told you, does this sound like a proposal you would accept?
5. Are you personally sold that my proposal is the best one for you?
6. If the demo is successful, is there anything else prohibiting you from going ahead with the purchase?
7. Aside from price, what else are you considering in your decision?
8. Will they go along with your decision or recommendation? What will you need to do to win their support?
9. What would you like the next step to be?
10. On a scale of 1 to 10, with 10 meaning you are ready to start the purchasing process, where would you stand right now? What would it take to move you to a 10?
11. What are your criteria for making a decision on this?
12. Where are we in the process?
13. What do we need to do next?
14. How, specifically, will you make your decision?
15. Do you feel this would solve your problem/concerns?
16. How do you see this integrating with your current system?
17. _____most of my clients want the discount that comes from ordering this by the (dollar volume), is that how you want to do this as well?
18. Do you have any questions or are you ready to take the next step?
19. We can help provide with the installation process after the purchase, does that sound ok with you?
20. If you don't have any other questions, are we ready for the next step?

Referral Questions

These questions help identify possible buyers that could be great targets for your pipeline growth. Referrals are among the top ways for sellers to get leads and new business, but many of them struggle to generate them consistently.



The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. Jim, may I ask you a question, who are two other people you know who are looking to remake their yard and create a stunning landscaping like you?"
2. Mark, I wonder if you know of other individuals that might be experiencing similar issues? Would it make sense for me to have a conversation with them?
3. Could you be so kind and share with me the name of someone you may know that could utilize our software tools?
4. Donna, I want to thank you for your time again. By the way, while I have you, can you give me the names of your counterparts (in this group, division, etc.) because I believe they could also benefit from the (cost savings, increased efficiency, increased productivity, etc.)?
5. Could you introduce me to someone else in your organization that may be able to taken advantage of our technology?
6. If you were me, who else would you talk to around here that might need my/our service?
7. Kim, may I ask you, who are two people in your organization you know who like you are serious about leveraging (insert product or service) and increase productivity?

General Conversational "Killer" Sales Questions

These questions are taken from the book "How to Become A Rainmaker" by Jeffrey J. Fox and can be used at different points in time along the progression of the opportunity.

1. Do you have your appointment calendar handy?
2. Will you look at the facts and decide for yourself if they make sense?
3. Would you like to know our points of difference?
4. If the demo is successful, is there anything else prohibiting you from going ahead?
5. Why don't you give it a try?
6. What question should I be asking that I am not asking? Or Is there anything I have missed? Or Have I asked about every detail that is important to you?

Price Objections

One of the goals for sellers is to get to the point where the value of the product or service has already been demonstrated. In the cases where price objection come up, the following questions can help handle them.

The Ultimate Question Guide

Building Trust and Connections One Question at a Time



1. If I may ask, what kind of results would you have to see to justify that price?
2. First, I would like clarification that price is indeed the main obstacle?
3. If price were out of the equation, would our products be the solution that you would choose?
4. Let's take price out of the discussion for the moment. If that were not an issue, would you go with us?
5. What is the type of metrics you used for your comparison?
6. How did you arrive at your price figure?
7. Are you looking at just the one-time purchase price or the total cost and value over time?
8. If I accept a lower offer and thereby failed to make a fair profit on the sale, where do you think that would put my position with my company?
9. How would you respond if the roles were reversed?
10. I understand your concern regarding the amount of the investment. The fact that you feel that our price is higher than you expected may be the very reason that you should consider the solution. You are probably wondering why I said that. You see, our software products have been developed and constantly upgraded year after year in order to produce the most powerful, analysis and visualization tools available in the aerospace industry. We could have sat back and rested on our past accomplishments but didn't and won't. When you buy our software tools, you are getting a tool that is designed to meet a need...literally, right out of the box.

Reverse-Selling Questions

Reversing is the strategy of shifting back onto the "Program Managers" "Decision Makers" "Buyers," the pressure they place on you with challenging questions and statements. They may sometimes do this to mask their deep levels of emotion and pain.

These types of questions should be practiced more so than the other set of questions in this e-book only because they require a higher degree of skill and confidence to use.

One reason to use reverse questioning is to get them to redefine their original question or statement to something that is closer to their real intent, which they almost never reveal without some help.

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

To keep from irritating them with your reverses, remember to answer the question after they repeat it and precede most reverses with softening statements spoken in a gentle and friendly voice. These may be appropriate for those "pressured" situations.

Softening statements:

1. Good point...
2. I'm glad you asked that...
3. A lot of people ask that...
4. Makes sense...
5. I appreciate that...
6. Help me understand...
7. I'm not sure but...
8. First, let me ask you this...
9. You have a lot of good questions. I guess I touched on an area of interest...?
10. I'll be able to give you the best answer after I get a little more information from you.
11. I'm glad you mentioned that...

Role Playing: B=Buyer; Y = You

If pinned down:

B: What's this going to cost?

Y: Good question. Why do you ask?

Off the record:

B: Off the record...what's the price?

Y: Off the record Jim, what price were you looking for?

Controlling the dialogue on a topic you don't want to discuss yet:

B: What about (topic)...?

Y: That's an important question. Could we back up for just a moment, first?

"Magic Wand" reverse:

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

Y: If you had a magic wand that could produce the ideal solution to your problem, what would it be?

If you are presented a choice that you'd rather not make:

Y: If you were me, what would you do? Or Why do you see that as a choice that needs to be made at this point?

The unasked question:

B: The price is too high.

Y: Which means?

Delivery

B: How soon can we get this?

Y: I'll check. Is there a specific requirement?

Price

B: Your competition is cheaper than you.

Y: Oh. I guess I won't be getting the order then, huh?

Unsure/Not convinced

B: I'm still unsure/not convinced.

Y: Oh, I see. Uhm, what should I have told/shown you?

Price

B: I can't understand why anyone would pay the price you're asking/charging.

Y: You're right. We never have the lowest price. Why do you think we have the sales success we have with our prices currently where they are?

The following help test the waters regarding the value of a feature or benefit:

The Ultimate Question Guide

Building Trust and Connections One Question at a Time

1. I don't suppose (name the major feature/benefit) would be of interest to you.
2. Last week I had a customer who was asking for (name a similar customer application request) because it would help the company (name the benefit). Would that be relevant here?
3. So, let me see if I have this straight. What you're hoping we can do is (summarize the pain relief you hear). Is that right?
4. I'm getting lost. OK if I ask you a few questions?
5. I'm not as quick as you guys. I just need a little more help. Can you tell me again what you're hoping we'll do for you?
6. When you say (put anything here), I'm not sure I understand what you mean?
7. Suppose I said (put anything here). What would you say?
8. Earlier you said you want to solve your problems next week. Now I hear you saying you can afford to wait. I'm confused...what did I miss?

Follow-up Questions

The next set of questions are planned to help continue the engagement process forward. Thus, it's important to get specific with them.

1. John, before we hang-up, what would you like to happen next?
2. Lauren, where are your thoughts on this now?
3. What needs to happen to move forward on this?
4. So, I'm not a pest and keep calling you, by when will I hear from you?
5. What do you believe would make sense to do next?
6. Ok, sounds like we should talk again. When might it be a good time for me to reach out to you?

Handling Delays Questions

These questions help avoid responses that can result into long delays. If you're ultimately going to get a "no," it's much better to hear it today than three weeks, 3 months or 3 calls from now.

The next set of questions are planned to help continue the engagement process forward in a role-playing outline.

Buyer: I was just checking out the software to learn more about it. We really don't have a need at this point.

Sales Rep: So what prompted you to want to learn more about our tools now versus sometime in the future?

Buyer: We're still giving it some consideration.

Sales Rep: I see. What is it that you are considering?

Buyer: We're not ready yet. Give me a call back later in the quarter.

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Building Trust and Connections One Question at a Time

Sales Rep: I'll be happy to give you a call back. What will make that a better time for you? Or "What will have to happen for you (to move on it) or (to help facilitate an onsite meeting)?"

Buyer: Not a good time for it now. Maybe later.

Sales Rep: I understand. What would make later a better time?

Buyer: At some point, we'll need to get together and discuss...

Sales Rep: Great idea. So, you eventually plan to move forward with this? When?

Buyer: We're not interested right now.

Sales Rep: Does that mean that you aren't ready to make any changes now, or that you don't plan to make any changes later, as well? I only ask because if you don't want me to call back, that's ok...you can just say so.

Buyer: I'll bounce the idea around.

Sales Rep: Good. Does that mean you personally are sold on it?

Buyer: I'll look it over and we'll go from there.

Sales Rep: Upon what criteria will you base your decision?



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