



# QUESTIONS ARE THE ANSWER

*Many salespeople believe that "selling is telling."  
But successful salespeople know the value of asking  
the right questions.*

**Questions Are The Answer To The Entire Sales Process.**

## The IMPORTANCE of Questions

There is nothing more powerful than asking a thought-provoking question. The questions you ask will be based on the purpose of your phone calls and meetings.

You ask questions for a variety of reasons:

- To learn, identify or create opportunities
- To clarify specific pieces of information
- To guide the prospect or client in the conversation
- To work through objections
- To ask for the appointment or sale.

Think of questions like a jigsaw puzzle. Each piece that you put together helps the picture become clearer. Each question that you ask will bring clarity to the picture you are creating with your prospect or client.

## The ART of Questions

Ask yourself this question before every call or meeting:

***What do I want to learn about this person, company or situation?***

You can't help someone solve their problems unless you find out what their problems are. The only way to do that is by asking the right questions. If you ask the right questions of the right people, you will produce the right results.

There are two basic types of questions you can ask:

- **Closed Questions** are designed to get a yes or no response, and are best used to gather facts.
- **Open-ended Questions** are designed to allow the other person to think about and expand on their answer, and are best used to gather feelings and to open up the conversation.



**Questions**  
You Can Learn From

*What do they have now?*

*What do they like least about what they have now?*

*What do they like most about what they have now?*

*What is not happening that they would like to see happen or change?*

*What are they trying to accomplish?*

*Who is the competition involved, if any?*

*What is important to them in a business relationship?*

*Who are the decision makers?*

*What is the budget or how much money is available?*

*Who else do they know that could benefit from our services?*



**RIGHT NOW**  
**ACTION STEPS**

- ▶ Before every Call or Meeting, identify what you want to learn.
- ▶ Create Closed and Open-ended Questions that will allow you to gather the information you are looking for.