

QUESTIONING

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Questioning is something that you need to think about.

The first meeting may or may not be the first question you ask.

FIRST QUESTION YOU SHOULD ASK

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- Why did you take or accept this meeting?

(The worst case is they tell you what you said that interested them, you can then expand it).

Or

- They tell you their main issue, whether they have started to find solutions or not.
 1. In which case you can expand this.
 2. Ask 'who in the business does this affect most'?
 3. What areas of performance are impacted?
 4. What does that mean for the business?

SECOND QUESTION

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- What have you been asked to do and by whom?
- Which other companies are you assessing?
- Who has said things that you like, of the people you have met so far?
- What did you like most?

THIRD QUESTION

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- Can we go through our process so that we gather all the information we need, to give you a proposal that works well for your business?
- The answer will (95% of the time) be yes!

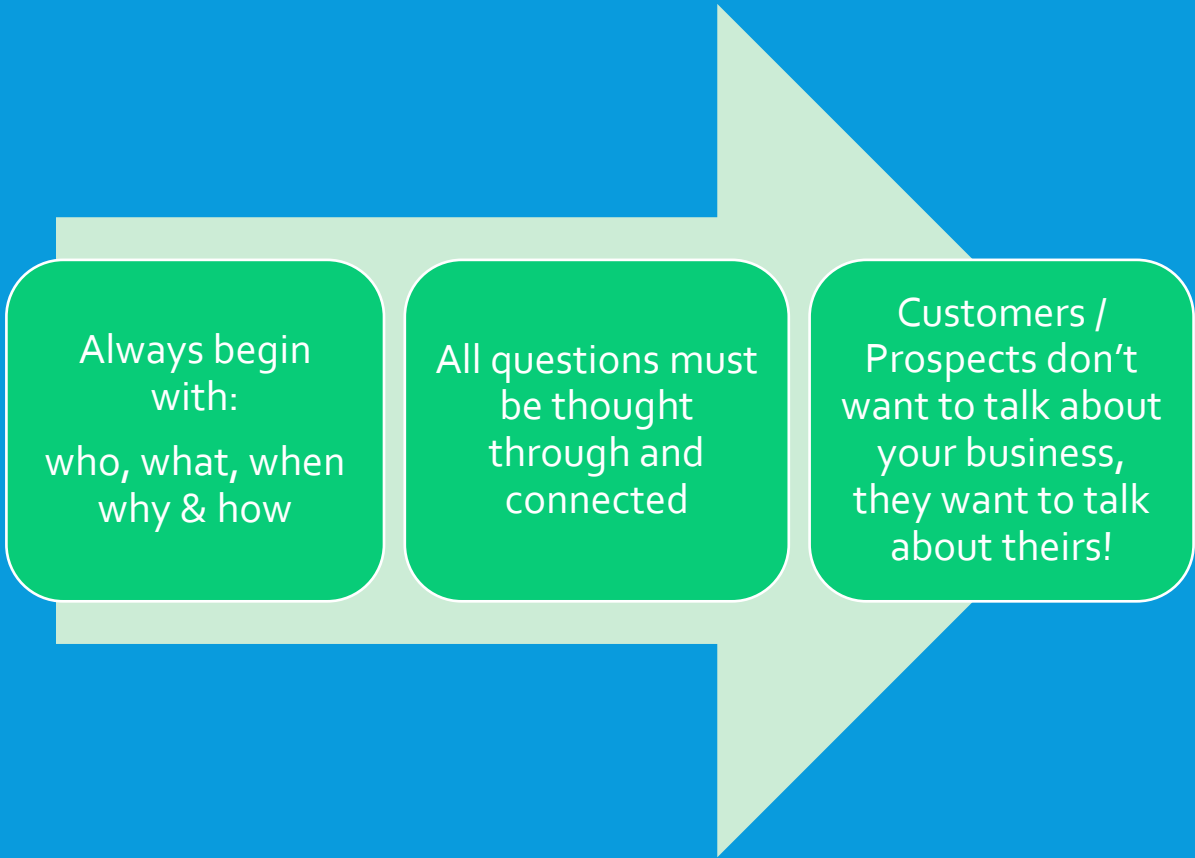
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1. I have never encountered a good salesperson, who did not have strong questioning technique.
2. Reading books or doing online tuition will help, since they will give you an understanding.
3. But most of all, it's about practice.
4. Each situation is different.
5. It is important to have a strategy to find out information.
6. It is also about the Customer / Prospect understanding why the questions are being asked.

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Always begin
with:
who, what, when
why & how

All questions must
be thought
through and
connected

Customers /
Prospects don't
want to talk about
your business,
they want to talk
about theirs!

QUESTIONING

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Good
questioning
technique

Reading or
doing online
tuition –
helps

Practice
makes
perfect

Gain
acceptance

Be an active
listener

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A full understanding at all stages of the sales cycle

Particular attention must be made to fully understand the customers:

Explicit needs, Implicit Needs, Nice to haves

Who manages the process from the sales side? An important detail so that questions have a path and a thread.

What happens if there are two of you?

Lots to find out in order to win the sale, but don't overwhelm the customer / prospect

Decide on who asks what, think through how to approach the meeting.

Only ask a closed question to confirm the answer given in the meeting.

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- You must also be an active listener as well.
- The customer will give a huge amount of very valuable information, which must be understood, and built on.