

Business of Questioning

Situation:

Questioning: *"The action of asking questions; a survey; an inquiry; The act of challenging, wondering and doubting; Characterized by questions, inquisitiveness, doubt or wonder"*

Questioning in selling is the sales person's second most important skill - second only to listening. The selling process requires qualification, or identification of which opportunities have the greatest likelihood of success for the smallest amount of effort. Qualification is impossible without good questioning techniques.

Consultative selling adds another dimension to selling by assuming that the prospect has shared their challenges, business objectives – pain- before the sales person has anything to offer. The consultative approach thus demands effective questioning to uncover the prospect's issues.

Lastly, the expression "people buy from people" summarizes a reality we often learn the hard way. Selling only succeeds when a trusting relationship is built. Building rapport, establishing trust and demonstrating a sincere interest in the prospects well being all depend on the right questions being asked at the right time, in the right way.

There are seven types of questions, each can be asked in multiple ways, based upon the circumstances. How, outside of trial and error, do sales people improve their questioning skills and test them in a non-threatening environment?

Learning Objectives/Outcomes:

After attending this workshop session, participants will be able to:

- Identify key attributes of good questioning
- Understand the utility and applicability of different question types
- Assess their own questioning skill
- Improve their ability to build rapport, establish trust and provide appropriate responses to answered questions
- Improve their call preparation techniques
- Ask questions with more confidence in the expected outcome

Format:

One half-day, face-to-face, interactive workshop

