

The Three Most Compelling Questions for Sales

ABR has extensive content expertise that provides the foundation for truly engaging training. *Here's a little taste of that, just for you.*

Good salespeople know that the most effective way to build relationships with clients is through compelling questions.

When done right, questions help you connect with customers and advance the sales process. But it's crucial to have a plan and to keep the following types of questions in mind:

› **Motivation Questions**

These get at what's really at stake for the client and allow you to find out what the impact, consequence, or effect will be of fixing the customer's problem. The key is uncovering the customer's motivation so you can understand how they define value.

› **Priority Questions**

During your call, it's easy to assume that your conversation is a high priority for the customer, but there are other issues at play in his or her world. Make sure to find out where you stand and ask at least one priority question: "I'm sure there's a lot on your plate. How important is it for you to address these issues?"

› **"What Else?" Questions**

Successful salespeople give customers the opportunity to share what's on their mind and then really listen. So, summarize what you've heard the customer say, and then ask, "Did I capture everything correctly or are there other priorities we haven't discussed?"

Remember, compelling questions will give you compelling information!

See more at:

<http://www.acceleratedbr.com/blog/the-three-most-compelling-questions-for-sales/>



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