



HIGH PERFORMANCE SELLING

MODULE 10

Asking Your Way to Success

INTRODUCTION

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The very best and highest-paid salespeople in every field share certain qualities and characteristics.

They always appear to be low-keyed, easy going, relaxed, warm, friendly and very interested in the thoughts, feelings and opinions of others. They are very likeable people.

They learn that the great secret in selling, as well as in all human relationships, is to ask questions and listen carefully to the answers. The more they listen, the more they learn about how they can structure their product or service offerings to help customers achieve their own goals or satisfy their needs.

In this lesson you learn some of the most important discoveries in human relations and one of the finest of all interpersonal skills in human communications.

“It is in the

compelling zest

of high adventure

and of victory, and

in creative action,

that man finds his

supreme joys.”

~ *Antoine de
Saint-Exupery*

ASKING YOUR WAY TO SUCCESS

1. Questions are the keys to sales success, and to success with people:
 - a. People talk at 150 words per minute, but people can listen at 600 words per minute;
 - b. Questions **arrest** and hold the complete attention of the individual until he or she has answered;
 - c. **Asking** rather than talking is the key to being a powerful communicator;
 - d. The more **questions** you ask, the less nervous you are.

2. The top 10% of salespeople in all industries are **highly** skilled at asking careful, well thought-out questions:
 - a. They prepare and think through each question **in advance**;
 - b. They **think on paper** and develop penetrating questions to hold the attention of the prospect.

3. There are **two** essential rules for success in selling and in interpersonal communication:
 - a. Telling is not selling — never say it if you can put it in the form of a question;
 - b. The person who asks questions has **control** —the more questions you ask, the more you control the conversation.

4. There are **four** basic types of questions that you need to learn to be an effective communicator and a top salesperson:
 - a. *Open-ended questions* — start with the words “**what, when, who, where, how and why.**” They cannot be answered with a “yes” or “no;” Example: “*What are you doing now in this area?*”
 - b. *Closed-ended questions* — start with verbs such as, “**is, are, can, do, and will.**” These questions must be answered by a “yes” or “no;” Example: “*Will you be making a decision in the next few weeks?*”
 - c. *Negative-answer questions* — if a customer says “**no,**” it means that he is interested in your offer; example: “*Are you happy with your existing situation or product?*”
 - d. *Hypothetical questions* — such as, “**What if...?**” questions are used to suggest possible courses of action or to deal with objections. Example: “*What if we could supply something that took care of that problem.*”

5. There are **six** key times for you to ask questions in the sales conversation:
 - a. To get **appointments**, where you call to request a face-to-face meeting with a prospect;
 - b. To build **rappor**t and a friendly relationship at the beginning of the sales conversation;
 - c. To get **information** about the customer’s situation and his problem;

- d. To present information in the form of questions:
“Telling is not selling!”
 - e. To handle questions, concerns or **objections** that the customer might bring up;
 - f. To ask for the order, to **close the sale**.
- 6.** Top salespeople are invariably **well prepared**, with excellent questions for every sales situation:
- a. Ask questions that follow a definite **sequence**;
 - b. Ask questions that move from the general to the **specific**;
 - c. Never ask a question that you have not thought through and prepared in advance.
- 7.** There are **four** ways to ask any question in a sales conversation:
- a. *Ask politely* — always treat the customer with courtesy and respect;
 - b. *Ask positively* — always be a pleasant, cheerful person in a sales situation;
 - c. *Ask confidently* — speak clearly and boldly, as though you are entitled to the answer;
 - d. *Ask expectantly* — as though you fully expect to get an open, honest answer from the customer.

8. The future, in business and personal life, belongs to the “**Askers!**”
- a. **Ask** for appointments with qualified prospects;
 - b. **Ask** for the information you need to make an effective sales presentation;
 - c. **Ask** for questions and concerns that might be holding the customer back from making a buying decision;
 - d. **Ask** the customer to make a decision, to buy your product or service or take the conversation to the next level.

The fear of rejection is one of the worst fears experienced by virtually everyone. The fear of rejection holds people back from asking the questions they need to ask if they want to make the sale.

People are conditioned to respond with answers when you ask questions of any kind. As long as you ask politely, positively, confidently and expectantly, prospects will tell you everything you need to know to structure your presentation so you can sell your product.

Just don't be afraid to “**Ask!**”

Now, here are some questions you can ask and answer:

1. List **three** ways that questions help you in the sales conversation.
2. What are the **three** best questions that you have discovered to hold the customer's attention and to reveal essential information?
3. **"Telling is not selling!"** What are the three best types of questions you can ask to guide and control the sales conversation?
4. Give **three** examples of open-ended questions that you can use to get information in a sales conversation.
5. Give **three** examples of a "negative-answer question?" that you can use in your sales interview.
6. When are the **three** best times to ask questions with a prospect or customer?
7. What are the **three** ways to ask questions so that they are always well received by the customer?

What one action are you going to take immediately as a result of what you have learned in this lesson?

Now, stop the lesson at this point and answer these questions:

1. List **three** ways that questions help you in the sales conversation:

1) _____

2) _____

3) _____

2. What are the **three** best questions that you have discovered to hold the customer's attention and to reveal essential information?

1) _____

2) _____

3) _____

3. **"Telling is not selling!"** What are the three best types of questions you can ask to guide and control the sales conversation?

1) _____

2) _____

3) _____

4. Give **three** examples of open-ended questions that you can use to get information in a sales conversation:

1) _____

2) _____

3) _____

5. Give **three** examples of a "negative-answer question?" that you can use in your sales interview:

1) _____

2) _____

3) _____

6. When are the **three** best times to ask questions with a prospect or customer?

1) _____

2) _____

3) _____

7. What are the **three** ways to ask questions so that they are always well received by the customer?

1) _____

2) _____

3) _____

What one action are you going to take immediately as a result of what you have learned in this lesson?
