

**Up-a-Notch™ Sales Training  
System  
for Inside Salespeople  
By Dave Kahle**

**Asking Questions to  
Understand Your Customer**

**PARTICIPANT'S GUIDE**

# NOTES

We've been trained that a question is designed to elicit an \_\_\_\_\_. But a question can be \_\_\_\_\_. The largest, most important part of today's sales and service process is accomplished when you \_\_\_\_\_ the \_\_\_\_\_.

In the Information Age, 75 percent of your \_\_\_\_\_ in sales and service lies in \_\_\_\_\_ the \_\_\_\_\_.

## Principle One

**Your customers want to be \_\_\_\_\_.**

There is something deep down in human beings that \_\_\_\_\_ to be \_\_\_\_\_. We all want other people to understand our \_\_\_\_\_, our \_\_\_\_\_, our \_\_\_\_\_ and our \_\_\_\_\_.

## Principle Two

**People face a growing and bewildering number of \_\_\_\_\_.**

Many of your customers have too much to do and not enough time in which to do it. So they instinctively look for \_\_\_\_\_ who can take some of the \_\_\_\_\_ off them—someone who \_\_\_\_\_ their \_\_\_\_\_ and helps them solve their \_\_\_\_\_ and achieve their \_\_\_\_\_.

## Principle Three

**People are hungry for relationships with competent people they can \_\_\_\_\_.**

For most buyers today, \_\_\_\_\_ is the ultimate deciding factor. It's not the cost in financial terms of a decision; it's the \_\_\_\_\_. When your company asks customers and prospects to say yes to something, those customers and prospects are accepting some risk. Each decision carries a different \_\_\_\_\_ of risk.

One way to mitigate the \_\_\_\_\_ is to create a strong \_\_\_\_\_ with the customer. When your customers see you as a \_\_\_\_\_ they can trust, the buying decision becomes less of a \_\_\_\_\_.

**The \_\_\_\_\_ is the \_\_\_\_\_ to unlocking all the good things that can happen in an interaction with your customer. Asking good questions is a way to unlock the power of the three principles we just discussed.**

First, a well-phrased, appropriately timed question \_\_\_\_\_ *your customer's* \_\_\_\_\_. You can use questions to help them think through things and discover what they really want or need.

Secondly, a question is a powerful tool to \_\_\_\_\_ with your customers. Show \_\_\_\_\_ your customer, and he/she will reciprocate by showing \_\_\_\_\_ you.

The way you show interest in someone is to ask him or her \_\_\_\_\_ about themselves.

A series of good questions \_\_\_\_\_ *the perception of your* \_\_\_\_\_.

A good question is your best means of \_\_\_\_\_ -- understanding the customer and the customers' situation -- that will help you meet the needs of your customer.

What all this means is that if you're going to be successful in your job, you need to master the ability to \_\_\_\_\_.

## **The Processes**

If you're going to become skilled at the use of questions, you need to master two \_\_\_\_\_:

1. Preparing \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_.

## 2. Using questions effectively.

The \_\_\_\_\_ your question must be perfect, because the words in your question direct your prospect's \_\_\_\_\_. A little change in words can make a huge \_\_\_\_\_ in you're prospect's \_\_\_\_\_. So, the first rule of good questions is to prepare your basic \_\_\_\_\_ word-for-word.

**Step One: Sketch the situation.** Begin by thinking about the \_\_\_\_\_ you'll be encountering. Take a few moments and \_\_\_\_\_ it in your mind. Identify those situations that you often encounter.

**Step Two: -- Describe your goals for that \_\_\_\_\_.** Then think about what you want to \_\_\_\_\_ in that situation.

**Step Three: Brainstorm a number of \_\_\_\_\_.**

**Step Four: \_\_\_\_\_ and refine.**

**Step Five: Develop an \_\_\_\_\_ \_\_\_\_\_.**

**Step Six. \_\_\_\_\_.**

# **EXERCISE ONE: PREPARING GOOD QUESTIONS**

1. Working together with a partner, select a situation that the two of you will likely face in the next week. A situation is a typical interaction with a customer. For example, one common situation may be a customer calling inquiring about the price or availability of a product.

Describe the situation you chose to work on in the space below:

2. Now, identify some objectives for that situation. What would you like to achieve in that situation?

3. Now, brainstorm some questions you could ask to achieve your objectives in that situation. Remember to write the questions out word-for-word.

4. Share your questions with others in the training session, and get their feedback on them.

5. Re-write and sequence them in the space below.

6. Now practice them.

7. Use them in when you encounter that situation.

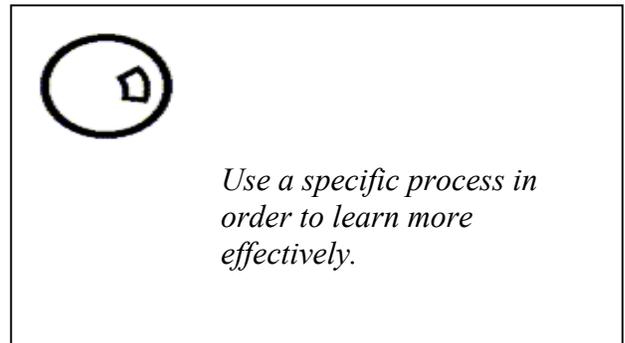
## EXERCISE TWO: GENERATING IDEAS

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



*Remember, a good idea is one that*

- \* focuses on the future*
- \* focuses on action*
- \* focuses on your behavior*
- \* is a small step toward one of your learning goals.*



## **EXERCISE THREE: DISTILLING THE BEST**

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas will be easiest to implement?
4. Which of these ideas am I most passionate about?

Rewrite that idea here.

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## EXERCISE FOUR: PRECISELY PRESCRIBING

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

*I will set aside two hours every week for personal improvement and keep a record of what I do in that time.*