



Sales Mastery Series WITH TOM HOPKINS

Powerful Communication Skills

I. The two major components of communication are _____ and _____.

II. Reasons why we ask questions

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

III. Types of questions

1. Yes/No questions

2. Thought provoking questions

3. **Tie-Down questions** — A question at the end of a sentence that demands a “Yes” response.

4. **Alternate Advance question** — A question with two answers. Either answer is a minor agreement leading towards the major decision.

5. **Porcupine questions** — Answering a question with a question to get them to elaborate or open up.

6. Involvement questions — A question clients must ask themselves and answer after they own your product or service.

IV. The benefits of good listening skills

1. It provides _____ with _____.
2. It allows you to hear clues for potential _____.
3. Establishes a higher level of _____ with the client.

A. Types of listeners

1. _____.
2. _____.
3. _____.

B. Listening distractions

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.

C. When you want to be listened to:

1. Make good _____.
2. Say something _____.
3. Speak their _____.
4. Take them out of their _____.
5. Establish that what you're going to say is _____ to them.

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