

The Power of Questions

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Questions are some of the professional salesperson's best weapons. Let's take a dive into some great questions and their purpose.

Get Prospect's Attention and Interest

The opening moments of the interview can be quite crucial for you. If you ask the prospect if you can ask a few questions, you'll stroke their ego, make them feel important and capture their attention.

Qualify the Prospect

Remember, "time is money." You must find out if there is a need or the avenue to create a need for your services. If not, graciously thank your prospect, ask for a referral and add the prospect's name to your future file.

Build Rapport

People become interested and open to people who have an interest in them. Don't miss out on this easy opportunity.



Get Prospect's Opinion

Since your products and services are tied to matching the prospect's security needs, get their opinion regarding crime and its impacts on the area. This will get them to admit to problems in the area and strengthen their resolve to protect their home.

Assume Understanding

It is imperative you communicate clearly with the prospect. You must understand exactly what they want and exactly what they don't want. Ask questions for clarification - "Let me see if I understand" - then clearly restate what the prospect said. Follow with "Do I have it right?" Don't find yourself using phrases like "What you mean to say is...". This leads to putting words in the prospect's mouth regarding their needs.

Check Prospect's Reaction

It's always nice to know if you're on track and your information is being received by the prospect. Do they understand what you're saying? Ways to check in during the interview -

- "How does that sound to you?"
- "Has this ever happened to you?"
- "Do you agree..."

Always keep your prospect in-step with you.

Find true motive

Finding the true motives of the prospect sometimes requires a deeper probe into the decision making process. This is best accomplished with questions like - "Why?", "How?", "What?", "Why do you feel that way?" or "What do you have in mind?". Questions provide a level of knowledge that you'll be able to use in your strategy to provide prospects your services and the satisfaction desired.

And remember, if you don't get the sale, you work for free!

Jack