

Understanding Questions

by Cardell W Smith

Questions are the key to selling and enrolling prospects in to your idea, product or plan. There is a close correlation between the skillful use of questions and success at every state of the enrollment process. Questions are important at the beginning in finding and qualifying prospects, and they are important at the end in gaining a commitment to action. They are essential during the presentation for clearly identifying the prospect's problems/questions and presenting solutions to meet the values and needs of the prospect.

In the enrollment process, the person who asks questions has the control. The best salespeople are invariably those who confidently and deliberately control the sales process, leading rather than following.

The quality of your questions and your ability to ask them in a logical sequence is what demonstrates to the prospect that you are a complete professional, knowing what you are doing every step of the way.

Questions can create attention. They reach out and grab the prospect and tantalize their interest. For the length of time that it takes a prospect to answer a question, you have their total attention. It is not possible for someone to answer a well-formulated question and think of something else at the same time. The prospect is drawn more and more into the conversation as your questioning proceeds. If your questions are logical, orderly, and sequential, you can lead the prospect forward toward the inevitable conclusion that your idea, product or plan is exactly what they need and want.

Telling is not selling. Remember, the average person speaks at 125 to 150 words per minute, but the average person thinks at 500 to 600 words per minute. When you are talking, the prospect can both listen to you and think of several other things at the same time. The more you talk, the more time the prospect has to think of objections, criticisms, doubts, fears, and all the difficulties and details of their personal life. However, the instant you ask a question and wait quietly for the answer, the prospect's entire attention is focused on you. They cannot think of anything else while answering.

The basic rule is that you should never say a thing if you can ask it. If you must answer a question or make a statement, remember that the average person's attention span is limited. They cannot hear more than three sentences in a row before they go into mental overload.

For this reason, it is imperative to you use a proven script in enrolling your prospects. It has a logical process of asking questions that keeps you in control of the presentation process. The proven script contains the psychology which tantalizes and leads the prospect towards meeting their needs and answering their objections. The script is structured to deliver the features, functions and benefits of your idea, plan or product.

Furthermore, the script is filled with questions and solutions which keep the prospect moving toward fulfilling their deepest values and needs. In addition, when using the script with skill you establish and retain a working rapport which is essential in creating credibility, trust and a sense that you understand them and their needs.

The foundation of the duplication process is being

A Master in Using a Proven Script

Using the process of Overcoming Objections

And

Being a Master at Asking Questions

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Understanding the use of Questions

What do questions do? Why do we ask them? From the point of view of the salesperson, the main reasons to ask questions are:

1. To build rapport and understanding with the prospect.
2. To uncover the prospect's needs and explore their values and buying strategies.
3. To monitor where the prospect is at all times regarding meeting their needs, overcome objections and enrolling them into your idea, product or plan.
4. To overcome objections.
5. To close the sale.

The objection, concern or question which comes up is usually just smoke and mirrors, such as:

1. I don't have the money.....
2. I have to get my (Husband's/Wife's) approval....
3. I'll have to think it over.....
4. No time....
5. I don't like selling....
6. Is this a pyramid scheme...
7. Where are we going to get people to talk to....

What's really driving the question? What is the real question?

The Prospects Unspoken Questions

1. Why should I listen to you?
2. What is it?
3. What's in it for me?
4. So What?
5. Who say so?
6. Who else has done it?

Questions That Demand an Answer

1. How do I personally benefit?
2. What is the payoff for me?
3. What does the product consist of?
4. What exactly do I get as a result of buying from you?
5. Will it work for me or can I make it work?

How do you break through the smoke and mirrors? Be a detective and ask question, questions, questions.

1. **Open-ended Question:** Begin with these words:

Where – Why – When – Who – What – How

A question preceded by one of these demands an expanded answer, which gives you a chance to learn more of the things you need to know to make an effective presentation. Open-ended questions require lengthier answers that give you an opportunity to listen and build greater trust between you and the prospect. These questions can not be answered with a Yes or No.

Questions:

- What do you really want.....?
- Why do you ask that.....?
- How do you mean? How do you mean, exactly?
- What exactly do you do now?
- How does a home business seem to meet your needs
- What will have to happen before you're ready to make a move?

2. **Closed-ended questions:** Begin with words like,

Are – Will – Is – Have – Did – Aren't – Didn't – Won't

These questions can be answered by "yes" or "no". They are useful for checking information. You use these questions when you want to begin narrowing the conversation and getting specific answers that lead you to a conclusion or a commitment.

Questions:

- Will you be making a decision within the next two weeks?
- Are you considering a change in your occupation?
- Would you like to get started on this right away?
- Is this something that makes sense to you so far?
- Is this the type business you are looking for?