


Purposeful Questioning


Questioning & Listening - The Tools for Understanding Your Customer



Purposeful Questioning

- The goal is NOT questioning – the goal is **UNDERSTANDING**.
- But the tools are questioning & listening, or specifically....
 - Repertoire of Good Questions
 - Active Listening Skills
 - A Structure to the Questioning Approach


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The PQ Worksheet

Start with a structure so you know what areas of understanding you should be seeking

CORE NEED:	
DEAL LOGISTICS	CRITERIA ISSUES Product Criteria: Service/Relationship Criteria: Price / Cost Criteria:
DECISION LOGISTICS	
COMPETITORS	
OBSTACLES	



Core Needs

- **Big picture rationale behind the purchase....**
 - Biggest pain, biggest opportunity, bit of both
- **Is often going to take multiple questions and multi-layer digging**
- **Can use this to shape your persuasive message throughout call.**

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Nuts & Bolts ... Logistics

Deal Logistics <ul style="list-style-type: none">• How many, what specs, when, where• Need these answers, but are not the reasons someone buys.• Ineffective salespeople stop here This is just the surface	Decision Logistics <ul style="list-style-type: none">• Who is making the decision<ul style="list-style-type: none">• Individual, Group, Committee, combo?• What is the decision schedule?• What is the process that will be used?
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Nuts & Bolts ... other factors

Competition <ul style="list-style-type: none">• What other solutions is this company considering?<ul style="list-style-type: none">• Direct Competitors• Indirect Competitors• Doing nothing / status quo is ALWAYS in play<ul style="list-style-type: none">• Change has its own cost thus don't underestimate the power of this	Obstacles <ul style="list-style-type: none">• Are there any pre-existing obstacles to getting a deal done....<ul style="list-style-type: none">• "If our solution looks good are there going to be any obstacles to getting a deal done?"• Need this early warning to start to remove such obstacles.
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Criteria Issues

- How does this buyer define a good versus bad solution?
- What is this buyer's expectations?
- What are this buyer's "hot button" issues?

PRODUCT What features or benefits is this buyer looking for?	SERVICE How does this buyer define great service? Co. vs Person	BUDGET What are the budget situations and expectations?
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Why Use a PQ Worksheet?

- Stay Organized
 - By pre-planning your approach you increase your level of adaptability, while being productive
- Note Taking (and note storage)
 - Pre-organized notes structure allows you to efficiently and effectively take notes
- Summary Tool
 - If Understanding is your goal, verify that understanding before moving past Needs ID
 - Use Highlighter Approach to maximize this.

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Receptive & Directive Questions

<ul style="list-style-type: none">• Receptive<ul style="list-style-type: none">• Let customer point you towards their key issues• Open ended questions plus follow-up digging• Customer understands their own challenges• Common for Re-Buy situation• Buyer initiated conversation	<ul style="list-style-type: none">• Directive<ul style="list-style-type: none">• Point conversation to a specific customer issue• Closed ended questions and leading questions• Customer may not understand their own challenges• Common for New Task• You initiated conversation
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You need to be ready to ask both types of questions

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