

Developing the Next Leaders

Time to do the things you love

Selling With Well Asked Questions

Question: If you **had to** point to 1 thing...what is **the key** to successful selling?

When it comes to selling a product or service, most people know the importance of asking good questions, however, they focus most of the client conversations on their features and benefits of what they're selling. However, there is another method that can be just as effective, if not more so: selling through asking questions.

What is Selling With Well Asked Questions?

Selling through questions involves asking the customer questions about their needs, their clients needs, and pain points. By doing so, you tailor your conversations to their specific situation and show them how your product or service can help them solve their problems or achieve their goals. (it's **so much more** than a cliché)

The Benefits of Selling Through Well Asked Questions?

1. It Shows You Care

When you take the time to ask your clients about their needs and desires (obviously), it shows that you care about them as a person, not just as a potential sale. This builds trust and rapport more quickly than other approaches, increasing the odds that they'll buy from you. *"They can fire a salesperson; they won't fire a friend"*

2. It Helps You Understand the Customer's Needs

By asking questions, it's really the only way you can gain a deeper understanding of what the customer is looking for. This helps you tailor your discussion to their specific needs, making it more likely that they will be interested in what you're selling, and seeing you again.

3. It Makes the Customer Feel Valued

When you ask a customer questions, you invite them to be a part of the conversation. When a customer feels involved in the buying process, it leads to a greater sense of ownership, in other words, you helped them realize they need the products you sell.

4. It Helps Minimize and Better Overcome Objections

By asking questions, you'll uncover objections, before they become objections. If objections do arise, you'll have learned what's most important to the customer. When you know why customers like/dislike products or services, you can address them directly based on what the customer has said to that point, showing them why you're the best solution for their needs.

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How to Sell Through Asking Questions

1. Start with Open-Ended Questions

Begin the conversation with open-ended questions that allow the customer to share their thoughts and feelings. For example, "What brings you in today?" or "What are you looking for in a [product/service]?"

2. Listen Carefully

Pay attention to the customer's responses and take notes if necessary. This will help you to remember their specific needs and tailor your pitch accordingly.

3. Follow Up with Probing Questions

Once you have a better understanding of what the customer is looking for, ask more specific questions to dig deeper. For example, "What are your biggest concerns when it comes to [product/service]?" or "What features are most important to you?"

4. Use Their Answers to Tailor Your Pitch

Once you have a good idea of what the customer is looking for, use their answers to tailor your pitch to their specific needs. Highlight the features and benefits that are most relevant to them, and explain how your product or service can help them achieve their goals.

5. Address Any Objections

If the customer raises any objections, use their responses to address their concerns directly. Explain how your product or service can still meet their needs despite any perceived drawbacks.

Conclusion

Selling through asking questions can be a powerful tool for any salesperson. By taking the time to understand the customer's needs and desires, you can tailor your pitch to their specific situation and overcome any objections they may have. So the next time you're trying to sell a product or service, consider asking questions rather than simply listing features and benefits. You may be surprised at how much more effective your sales pitch can be.