

Better Questions

Sales Booster



Theme

One important skill to enhance profitable business, build long-term relationships and develop a lasting competitive advantage is a seller's ability to ask the right questions. The best questions identify problems, challenges, opportunities, desires, or risks and rewards that need to be solved. The more sellers elevate their skills in designing and asking better questions, the more sales they will make!

Approximate Preparation Time



- 30 Minutes

Materials



- Prepare 4 flip charts as per outline
- Flip chart and markers
- Prizes for the first one or two sellers who guess the celebrity name on their back
- Index cards with celebrity names written on them
- Tape to place the index cards on sellers' backs
- Select celebrities from movies, sports, television, politics, who have been in the news in the last 60 days and be generation sensitive with the selection
- Success Achievement Plan worksheet - one per seller
- Suggested names:

Simon Cowell	Princes Diana	Richard Branson	Oprah Winfrey
Michael Phelps	Bill Gates	Albert Einstein	David Letterman
Jessie Jackson	Miley Cyrus	Henry Ford	Jay Leno
Joe Biden	Harry Potter	Woody Allen	Elvis Presley
Ted Kennedy	Anderson Cooper	Bob Dylan	Paul McCartney
Madonna	Warren Buffet	Barack Obama	Ryan Seacrest
David Beckham	Ronald McDonald	Julia Child	Tiger Woods
Nelson Mandela	Sarah Palin	Larry King	Brett Favre
Sharon Osbourne	Tina Fey	Katie Couric	Bill Clinton



Success Set-Up Tips - continued

- Purchase a prize for the first one or two sellers who guess the celebrity in the opening Who Am I? Challenge within the 5 minute time allotment.
- As sellers enter the room, place the card with a celebrity name on their back and instruct them not to share any names they may see on others.
- Allow only 5 minutes for the opening Who Am I? Challenge. The challenge meets its objective even if no one wins by guessing their celebrity name.
- The first Activity Debrief after the Who Am I? Challenge asks: When we are in a sales situation, we probe to gain information. How is this activity similar to probing for information from customers and prospects? If you use another word for probing, please substitute it here.
- This sales booster follows a process for identifying better sales questions. A caution - keep restating and redirecting the sellers to follow the process and not jump to developing the questions before completing the other steps.
- The questions the sellers develop during this meeting can be very valuable to prepare for future sales calls. Collect all of the questions developed to start compiling a reference document for distribution.

Better Questions



Time	Session Outline	Dynamics	Visual
	Opening Who Am I? Challenge Welcome to the sales booster, Better Questions. We are going to compete in the Who Am I? Challenge. Instructions for Who Am I? Challenge: 1. Each seller has a card on his or her back with a celebrity name. 2. The goal is to find out the name of the celebrity on your back as quickly as possible. 3. Everyone will mingle. You can only ask yes or no questions for clues about the celebrity name posted on your back. 4. If you receive a “no,” you must move to another person. 5. If you receive a “yes” you may ask another question of that person. 6. Breaking the rules disqualifies you. 7. When you identify your celebrity, remove the card from your back and call out your celebrity name. For example: I’m Alec Baldwin. 8. There is a prize for the first person to guess the celebrity name on their back. You have 5 minutes. Everyone stand up. Let’s begin.	Large Group 	Index Cards with Celebrity Names  Flip Chart the Who Am I? Challenge Rules 
	Activity Debrief 1. How efficient was that questioning process to identify your celebrity name? <i>Possible responses:</i> • <i>Not very, I could only ask for one specific piece of information</i> • <i>Others were in pairs, no one was available</i> • <i>Frustrating</i> • <i>I just wanted someone to give me the answer</i> • <i>Every time I got a “no” I had to move</i>	Large Group 	

Better questions



Time	Session Outline	Dynamics	Visual
	2. <i>If a seller guessed the celebrity ask:</i> In your questioning, what helped you to identify your celebrity's name? <i>Possible responses:</i> • <i>Looked around and saw the names that were on other peoples backs and formulated my questions</i> • <i>Took notes to remember the answers I received</i> • <i>Listened carefully and tried to ask questions that narrowed down the possibilities</i> 3. When we are in a sales situation, we probe to gain information. How is this activity similar to probing for information from customers and prospects? <i>Possible responses:</i> • <i>I can see how we might frustrate our clients</i> • <i>Yes and No questions limit the information</i> • <i>Poor questions would make me look bad</i> This was a fun way to see how asking questions that provide yes or no answers creates inefficiencies, requires talking to more people than we want, and can produce frustration on both sides. Today's sales booster, Better Questions, will help with our ability to build long-term relationships, establish a lasting competitive advantage and close profitable business.	Large Group 	
	3 Steps to Asking Better Questions Step One: Walk In Their Shoes Think about the decision maker and what is important to them. What are some specific wants, needs, problems, opportunities or challenges your customers might have that you can help fill, solve or satisfy with our product or service? Get 4-6 responses.	Large Group 	Success Achievement Plan Worksheet Remaining Items Page 1 

Better questions



Time	Session Outline	Dynamics	Visual
	Use the Success Achievement Plan worksheet page 1 and add more wants, needs, problems, opportunities or challenges your customers might have that you can help fill, solve or satisfy with our product/service. (Allow 2 minutes) Let's chart the list of wants, needs, problems or challenges customers might have that you can help fill, solve or satisfy.	Individual  Large Group 	Flip Chart Wants, Needs, Problems or Challenges 
	Step Two: My Need To Know What information do you need to know in order to make the best recommendation for your prospects? <i>Possible responses:</i> • Decision making process • Decision makers • Budget • How important it is to them • Urgency Use the Success Achievement Plan worksheet page 1 and complete the list for "My Need to Know". (Allow 2 minutes) Again, let's chart this list of "need to knows".	Large Group  Individual  Large Group 	Success Achievement Plan Worksheet Page 1  Flip Chart My Need to Know 
	Step Three: Identifying Better Questions Both of these lists of "need to knows" are a great starting place to identify better questions. We want a great question to uncover the necessary information, and it isn't always one question per item on the list. That is more like playing our celebrity game. We would want a thought provoking question that will uncover broader information.	Large Group 	Success Achievement Plan Worksheet Page 1 

Better questions



Time	Session Outline	Dynamics	Visual
	We'll use our remaining time today to identify and write better questions and questions that will enhance the outcome of the customer contact. Examples of a better question (use 2): Old and/or standard: What's affecting your business? Better Question: What are the 3 biggest business challenges you face today? Old and/or standard: Who are your customers? Better Question: What are the key characteristics of your ideal customer? Old and/or standard: What insurance do you have now? Better Question: When you bought your last insurance policy, what were the key factors that influenced your selection? In addition to asking better questions it is also important to be sure the question is what we call a clean question. A clean question asks for one topic, not complex, or multiple choices. An example of a question that is not clean is: What type of budget do you have – do you have a quarterly budget or annual budget? Or, What type of budget do you have and who is involved in establishing the budget? Notice these questions are multi-topic questions or multiple choices. Using your two lists, write at least 2 better questions from each need to know list. (Allow 2 minutes)	Large Group 	Success Achievement Plan Worksheet Page 1 
			Flip Chart Clean Question Definition 
		Individual 	

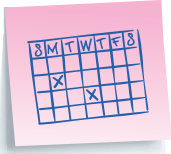
30 Minute
Sales Meetings

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Reinforcement tips



Better questions



Reinforcing the Message

- First opportunity: 2 weeks later
- Repeatability: Repeat for each new product launch and/or current products and services.

Facilitation Ideas



1. Ask sellers to bring their completed Success Achievement Plan worksheets.

Compile the Better Questions from the first sales booster meeting into a document as a reference tool for each seller. Distribute this document at a reinforcement sales booster.

Use the following questions to lead either table group or large group discussions:

- Which of these questions have you used, and what difference did you experience?
- What questions on this list do you think could still be improved?
- What categories of questions do we need to add?
- How can we use this list to accelerate our sales?

2. Sellers may have created more need to know items than there was time to write the Better Question. Use the same process as in the first Better Questions sales booster to continue writing Better Questions

Next Sales Booster



- *Funnel Questions* or *The Feature to Benefit Link* found at www.30minutessalestraining.com

Success Achievement Plan



Better questions



Step One: Walk in Their Shoes

Customers' wants, needs, problems, challenges or desires we can help fill, solve or satisfy:

Step Two: My Need to Know

Information I must know to make the best recommendation:

Step Three: Write Better Questions

Look at the list in Step One and the list in Step Two. Write 2 Better Questions to uncover information on the list in Step One and 2 Better Questions for the list in Step Two.

Success Achievement Plan



Better questions



Write questions others shared that you liked.

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
