

Funnel Questions

Sales Booster



Theme

Sellers know the importance of asking questions to find needs, wants and challenges of prospects. Yet today's buyers prefer salespeople who can engage in business discussions, not just product discussions. Asking the right questions in the right way positions your sellers to make your company a buyer's first choice. Funnel questions help sellers stay on track and gain the most relevant information to assist in advancing the sale.

Approximate Preparation Time

- 20 Minutes



Materials

- Prepare 1 Flip Chart
- Index card or paper on each table group with a category pre written
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- In advance, identify the different category or categories for sellers to focus on during the activity. Write the category on an index card or paper and place it on the tables, Select either one category per table group or the same category for each table group, before sellers arrive.
- Consider writing the first broad question on the index card or paper.
- If there are 10 or less sellers, consider assigning pairs to work on each category.
- Suggested categories for sellers to use the Funnel Question method:

Contact profile
Customer profile
Current business situation
Desired business situation
Impact of changing vs. remaining where at now
Budget
Customer's organization

Major challenges
Needs
Benefits of changing
Concerns
Decision process
Competition
Products or services

Funnel questions



Time	Session Outline	Dynamics	Visual
	Opening As sellers, we know the importance of asking questions to find out the needs, wants, and challenges of our prospects and customers before we offer a solution. Periodically it is helpful to review the kinds of questions we ask and how we ask them to improve our sales and continue to out-perform our competitors. We are already familiar with open and close ended questions. Today's sales booster explores Funnel Questions which is a method to strengthen our open-ended questioning ability.	Large Group	
	The Funnel Question Method What is the Funnel Question method? The online dictionary definition of a funnel is: (noun) a tube or pipe that is wide at the top and narrow at the bottom, used for guiding liquid or powder into a small opening. The funnel is used to guide items to a more specific place or direction. The Funnel Question method is a questioning structure to keep you "on track" to discover information on a specific point. This begins with asking a broad question followed by questions that narrow down the requested information. Detectives may use this technique while taking a statement from a witness. It may go like this: "Q: How many people were involved in the robbery?" "A: <i>About five.</i>" "Q: Were these 5 or so kids or adults?" "A: <i>Mostly kids.</i>" "Q: What ages were these kids?" "A: <i>About thirteen or fourteen.</i>" "Q: Did any of them have anything distinctive on?" "A: <i>Yes, they were wearing black and orange jackets.</i>"	Large Group	Flip Chart Funnel Question Method Definition

Funnel questions



Time	Session Outline	Dynamics	Visual
	Q: "Can you remember how the colors were distributed on the jackets?" A: <i>The body of the jacket was black and the sleeves were orange?</i> Q: Were there any logos on the jacket?" A: <i>"Yes, I think there was a big letter O."</i> If the detective had only asked, "What can you tell me about what you saw?" what would the difference in the information gained have been? Possible responses: • <i>May have gotten a little about different parts instead of a lot about one part</i> • <i>May not have gotten as much specific identifying information</i> • <i>The answers could have described the robbery itself and not the robbers</i> We can use the Funnel Question method with our business categories such as the customer's market, competition, marketing strategy, or major challenges. For example Funnel Questions on the customer's client profile may go like this: Q: Who are your customers? A: <i>Mostly women who come from a 5 mile radius.</i> Q: What are the 3 key characteristics of these women? A: <i>They are in their 30's, they like the style of clothes we carry, they are working women.</i> Q: These women can buy this style at several other stores in the area, why would they buy from you and not someone else? A: <i>They say they like the service, our return policy and that we get new things all of the time and don't buy a lot of each style. Our competitors don't do this as well as we do.</i>	Large Group 	Flip Chart Funnel Question Method 

Funnel questions



Time	Session Outline	Dynamics	Visual
	Q: There are many things these women like about you, how do you reward them? A: <i>We give them advance notice of our sales.</i> Q: How important is it to your business for you to continue rewarding these women and keeping them buying from you and not your competitors? A: <i>Very important. It costs more to get a new customer than it does to retain one.</i> In this example all of the questions are funneled to one topic. Starting broad – “Who are your customers?” and then getting more specific on their demographics, buying preferences and importance to the growth of their business. So, what is the value of funnel questions? By grouping our question in a funnel, we end up with more information to assist in moving to the next step in the sales process or to the next category of information. This helps with gaining the most information to offer the best solution. A solution that resonates with them. Our next exercise is to develop questions we can use in this questioning method.	Large Group 	Flip Chart Funnel Question Method 
	Developing Funnel Questions 1. For this exercise, we have already met the prospect and built rapport. Our funnel questions are part of the investigate and discovery of needs, wants and/or challenges. 2. Each table group will receive a different category for questioning. Your category assignment is on the paper that's already placed on your table. 3. Select a discussion leader from your group to help monitor the time at each table and keep us on track. 4. Please look at your category assignment. Use the Success Achievement Plan worksheet page 1 to capture your output. Begin by placing your category name where indicated on the worksheet.	Table Groups 	Success Achievement Plan Worksheet Page 1 

Funnel questions



Time	Session Outline	Dynamics	Visual
	5. You will have 6 minutes to brainstorm questions for your assigned category only. Begin with a broad question for that category. Our earlier example about our customers was: Who are your customers? Then we kept narrowing the questions down based on the answers. Write all the good questions you can think of by funneling them down from the broad to the narrow. 6. Leaders, your help in keeping your table group on track is appreciated. I will also collect your questions to compile and return them to you in one document. Please begin.	Table Groups 	Success Achievement Plan Worksheet Page 1 
	Sharing Funnel Questions Each group will share several Funnel Questions from your assigned category. Which discussion leader would like to present first? (Repeat the sharing of category Funnel Questions as time permits)	Large Group 	Success Achievement Plan Worksheet Page 1 
	Debrief 1. What did you notice about staying focused in your category funnel? <i>Possible responses:</i> • <i>It was easy to get distracted and want to go to another category</i> • <i>Some of the questions seemed so simple that I don't always ask them</i> • <i>I can see where staying on one category until everything possible is answered is important</i> • <i>I'm not so sure the client wouldn't think this was too many questions on one topic</i> • <i>A good list like this will help me prepare</i>	Large Group 	Success Achievement Plan Worksheet Page 1 

Funnel questions

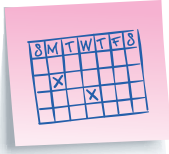


Time	Session Outline	Dynamics	Visual
	2. What benefits, if any, can we expect to experience if we incorporate the Funnel Question method in our sales conversations? <i>Possible responses:</i> • Gain valuable information to offer a targeted solution • Positions me as focusing on them • Improves the quality of questions to ask Discussion leaders, please submit your Funnel Questions and I'll create a resource document for everyone.	Large Group 	
	Closing Points As you meet with clients and prospects this week, think about the Funnel Questions and which categories you need to use. Use the broad to narrow funnel approach in your needs analysis.	Large Group 	
	Success Achievement Plan Worksheet 1. Sellers complete the Success Achievement Plan worksheet page 2. 2. In pairs, please share the key idea you learned today about Funnel Questions and the Specific Action you will take to increase your success this week.	Individual  Pairs 	Success Achievement Plan Worksheet Page 2 

Reinforcement tips



Funnel questions



Reinforcing the Message

- First opportunity: 1 - 3 weeks later
- Repeatability: As often as needed



Facilitation Ideas

1. Collect the Funnel Questions written for each designated category in the first sales booster. Compile the information and distribute in one document.

There may not have been enough time to review the Funnel Questions for each category. Use this follow-up sales booster to review items.

2. There may have been more possible categories than table groups. Distribute the new categories to each group in a new meeting. Ask each group to write Funnel Questions and present their questions to the rest of the group. Repeat this process at additional sales booster meetings until all of the categories have been completed.
3. Repeat this sales booster for each new product launch and/or other products and services where specific tailored questions will be helpful.
4. At a sales booster meeting use any or all of the following questions to lead a discussion:
 - Which categories and Funnel Questions have you used?
 - What do you observe when you use Funnel Questions during your needs analysis?
 - What categories of questions do we need to add and create Funnel Questions?

Next Sales Booster



- *Better Questions or Advancing the Sale* found at www.30minutesalesmeetings.com

Success Achievement Plan



Funnel questions



Category _____

Funnel Questions (begin with a broad question):

FQ 1: _____

Possible Answer: _____

FQ 2: _____

Possible Answer: _____

FQ 3: _____

Possible Answer: _____

FQ 4: _____

Possible Answer: _____

FQ 5: _____

Possible Answer: _____

FQ 6: _____

Possible Answer: _____

FQ 7: _____

Possible Answer: _____

FQ 8: _____

Possible Answer: _____

Success Achievement Plan



Funnel questions



One key idea I learned today about Funnel Questions is:

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)
