

Engaging Your Prospect by Asking Great Questions

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Complimentary Webinar
May 17, 2018

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Humanize...then professionalize

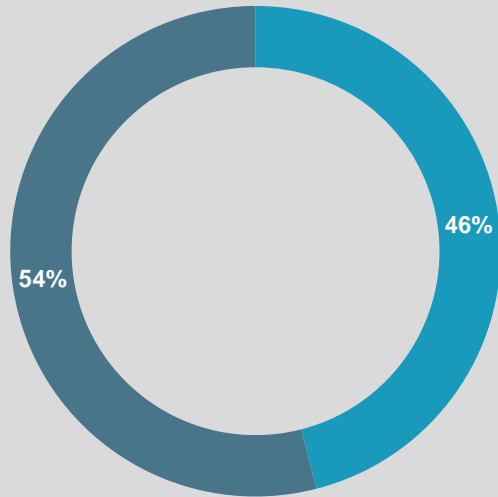


71%
of sales reps
talk too much

Sirius Decisions

Only **31%**
of salespeople can converse
effectively with senior executives

Discovery.org



46-54
the “Star
Performers”
talk/listen ratio

Gong.IO

40%
of sales reps
are not going
to make quota

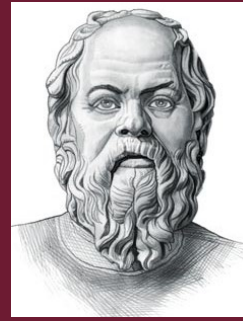
HubSpot

What we'll learn today

- Identify the key reasons good questioning techniques can improve your effectiveness
- Reverse engineer the customer buying process to improve your win rate
- Define the four types of questions used in the **ValueSelling Framework®**
- How to craft questions specific to your sales situations
- Leverage active listening as key to your response



Channeling a few smart people



Effective dialogue

It's all about ...

- Trust and rapport
- Establishing ourselves as “relevant”
- Credibility
- Focus on the other side of the table...not us
- And...It's the only way that we will learn





The O-P-C Questioning Process

How to engage with O-P-C?



Open-Ended Questions

Designed to surface *customer's* view of current conditions.



Probing Questions

Raises issues that didn't surface on their own. Used to differentiate and create need for your products and services.



Confirming Questions

Verifies shared understanding and confirms what we heard the customer say.

Open Questions



Examples

- “Tell me about it...”
- “How would you describe...?”
- “Why is that...?”
- “Please tell the jury, in your own words...”



Probing Questions



Examples

Problem Probing:

- “Another client was struggling with....?”

Solution Probing:

- “Would it be valuable if you were able to...?”

Value Probing:

- “What is the measurable impact of...?”

Power Probing:

- “Working with a recent client, they found that...?”

Plan Probing:

- “Is there any specific step you would like to see completed....?”

Confirming Questions



Examples

- “What I am hearing is...”
- “Let me play back...?”
- “We have agreed that...”



Anxiety Questions

- The prospect has not recognized a reason to change from either a competitive offering or status quo
- The prospect envisions a solution that does not include you
- The customer has not discovered that acting **NOW** is critical to his or her success – no urgency

Examples

- Utilize research
- Leverage experience
- Begin with the end in mind
- “What are the consequences of...”



Conversation vs. Interrogation

- Not rapid fire questioning
- Respond to actual answer
- Trade off between open and probing questions
 - “Why?”
 - “Why not?”
 - “Can you tell me more about that?”

Ask better questions

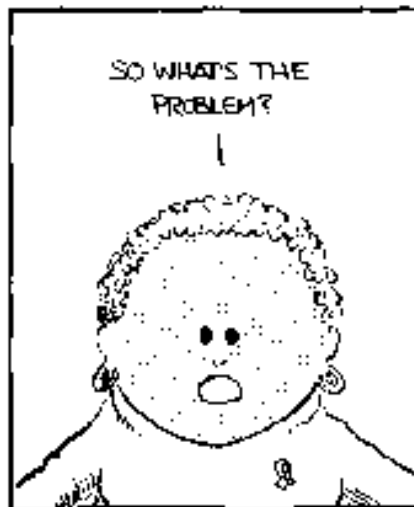
- Easy to ask, easy to answer
- No compound questions
- No “ask, then answer”
- Ask, then drink!

The keys to your success

- Preparation
- Execution must be conversational and natural
- The number one key to your success lies in your ability to listen and understand...
 - Open questions give your prospect a platform to be heard
 - Probing questions must be relevant and purposeful
 - Confirming questions not only demonstrate that you have listened but can also be trial closes
 - Anxiety questions can be used to open a new path



GRANTLAND®



Your Action Plan

- Create specific probing questions for your next sales call
 - Harder than an open ended question
- Focus on the Prospect
 - Use open questions to bring them into the conversation
 - Confirm
- Execute and listen

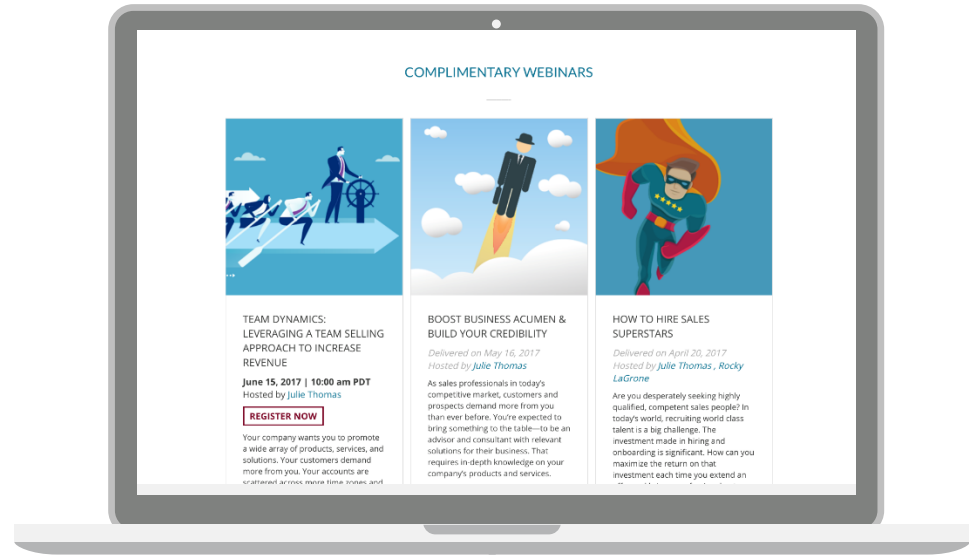


Questions?



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Go to valueselling.com > resources > webinars to download today's slides



Save the date!

Increase Your Persuasive Skills By
Tuning In

June 21, 2018 | 10:00 AM Pacific



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Thank you!

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