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QUESTIONS THAT GET RESULTS



INNOVATIVE IDEAS
MANAGERS CAN USE TO
IMPROVE THEIR
TEAM'S PERFORMANCE

How to Motivate Your Team to Outsmart Your Competition and Build Powerful Customer Relationships



Paul Cherry



**Comfort
Zone**

Slide 2

Questions that Get Results

- Motivate your sales team to embrace change.
- Empower your reps to engage customers.
- Coach them to validate value.
- Help your team overcome fatigue from a price driven market.

Dartnell Research

_____ % of the time others don't tell you what's on their minds.

_____ % of the time they listen.

Top 10 Questions

- How _____?
- How can I _____ you?
- How am I _____?
- What do you?
- What do you _____ about your?
- What are your _____?
- Who makes the _____?
- Are you looking to _____?
- Can I give you a _____?
- What's it going to?

Situational Questions

- Series of questions to gather information on facts, needs, wants, and goals.
- The customer typically provides a _____ response.

Power-Probing Questions

- Makes your customer **think!**
- Expands their **CZ.**
- Introduces opposing/contrasting ideas.
- Taps into **emotions**, beliefs, values, motives...
- Your customer gets a _____ perspective of your reps and your products.

Top 10 Questions

- How _____?
- How can I help you?
- How am _____?
- What do you?
- What do you _____ about your?
- What are your _____?
- Who makes the _____?
- Are you looking to _____?
- Can I give you a _____?
- What's it going to?

Questions

Downplays “_____”.

Instead, they begin with:

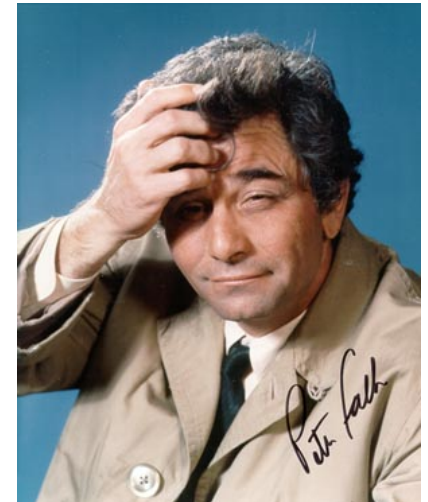
- _____
- _____
- _____
- _____
- _____

Areas to Uncover

- **Time**
- **Ideal _____ versus current _____**
- **Decision making _____**
- **Decision making _____ (motives)**
- **Sense of urgency**

Dare to be Dumb

- I'm a little confused...
- Help me to understand...
- You said this _____
But a minute ago you said _____,
- Tell me exactly what you mean by _____



Lt. Columbo

Lock-On Questions

- Capture an idea, feelings, motives, or thought process based a keyword(s) the customer states.

Performance Based Results

- Go to www.pbresults.com/client-NACD.html
- Get two free resources:
 - **Top 10 Sales Tips to Stay Upbeat in a Downbeat Economy**
 - **75 Best Questions to Close More Business**
 - \$50.00 value - FREE
- Deadline: Friday 11:59 am EST (Nov 11, 2011).
- Need more info? Contact Paul Cherry at cherry@pbresults.com, or call **302-478-4443**.