



ODA / TOPLINE

"Building Sales Capacity"

A Note From Joel

March 2018

This month I am going back to the basics of selling because a couple of my clients noticed that their sales personnel are not asking enough questions.

Reasons to ask:

1. To gather information, so we can move forward.
2. And put the other person at ease, so they can decide.

Benefits of asking:

1. To learn and grow in knowledge.
2. And understand the other person.
3. Also, to help the others.
4. And, become more interesting and attractive.

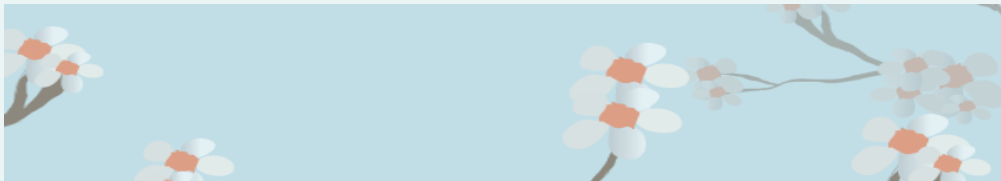
Types of Questions:

1. Nonrestrictive, use first, broad, wide and general, which permit a wide range of answers to gather new information, because we are not limiting their response.
2. Restrictive, armed with those answers you can narrow things down and move to the point.
3. Close ended: did you, could you, can you, will you lead to yes or no answers and less information.
4. Open ended: who, what, when, where, why, and how; lead to a discussion and more information.
5. Probing and layering: one question leads to another where you want to go.
6. Gentle Commands: give me an example of that, tell me how that worked out, gather more of their knowledge and feelings.
7. Why don't we discuss this approach: looking to build a bridge to a solution.

The consequences of not asking enough questions are many. The Sales Pro needs to be in control of the sales process so that the customer makes the right decision. The only way that can happen is with an information exchange that we lead!

What is your favorite question?

**Good Selling,
Joel McFadden**



Joel McFadden
484.252.4490
www.kraftassociatesoda.com

Give Us a Call Today

Let's Build our Sales Capacity!