



## ODA / TOPLINE "Building Sales Capacity"

**A Note From Joel**

**April 2018**

In my March newsletter I pointed out some of the basics of asking questions.

This month I will elaborate on the benefits of asking those questions.

We know that asking questions helps us gather information, this prevents us from being blindsided in our customer relationship. But I think the real benefit is the closeness it brings.

Now you might be saying, what do you mean about closeness?  
I'm not sure I want to be that close with customers!

Why would you say that?:

- It is very time consuming
- It cuts into our selling time
- Being close could take us off track completely
- It will bring up personal issues
- Awkward non business relationship issues

All of these points are relevant and real. I have had clients who if I asked the wrong leading question, could kill the whole day.

So here is the key point, questions are so powerful, so valuable that you must use them carefully. Because you do want to be in control. You do want to value your time and the customers.

The key is sequence: start with the open nonrestrictive questions and then as the information begins to flow, zero in.

Begin to ask questions which are more specific and tangible to the business situation at hand. You need to have an end game in mind. Don't ask another open ended question if you are just about to get the answer you are looking for. If they answered the question about their delivery date, and it made sense to you, confirm and close.

Questions are as powerful as dynamite. We need good habits and safeguards to be safe. Next time we will discuss those habits.

*Good Selling,  
Joel McFadden*



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