

Good day,

Please find another good information piece from Norman Roth for sales – and the need and benefits to keep asking questions.

Cheers to your success in selling,

Mike Sawchuk

Keep Asking Questions

There is no doubt about it, questions persuade more powerfully than any other form of verbal behavior. Not just in sales, but in any interaction. There is a clear statistical association between the use of questions and the success of the interaction. The more you ask questions, the more successful the interaction is likely to be. While some questions are more powerful than others, even if you can't remember the SPIN® model and don't know which type of question you're asking, keep asking....

Many successful salespeople ask questions using the following general model (SPIN):

1. (S) Situation Questions to establish background facts (but don't ask too many lest you bore or irritate the buyer)
2. (P) Problem Questions to explore problems, difficulties or dissatisfactions (and by doing so uncover the customer's implied needs)
3. (I) Implication Questions to build the urgency of those needs, and develop in the buyer a clear intent to act
4. (N) Need-payoff Questions to encourage the buyer to focus on solutions and to describe the benefits of the solution you would bring.

It's about asking questions that are important to the customer. The order of questioning is not written in stone (indeed, it is not a recipe)—