



BMG NZ - Sales & Marketing Tip 15

Asking Better Questions

We know that "Asking better questions" is an important part of your Sales process. However it's also about asking the RIGHT questions.

If you aren't converting all the sales you require then evaluate the actual wording you are using when asking questions.

Your answers are in your questions. Try some really powerful lead in questions, for example:

- "How do you propose...?"
- "What has been your experience...?"
- "Why is that a deciding factor...?"
- "What would you change about that...?"
- "What is one thing you would improve about ...?"
- "What do you like about...?"

From these and similar questions you will receive examples of problems or challenges that the client or prospect is possibly experiencing and these challenges open the door for you to offer solutions based on your products or services.

Remember a very important rule for converting sales;

"Ask smart questions, they think you are smart. Ask dumb questions"

This tip was brought to you by BMG NZ.