

A man in a grey suit jacket and blue shirt is pulling open his shirt to reveal a white t-shirt underneath. The t-shirt has several large, bold red question marks on it. The man's hands are visible, pulling the edges of the blue shirt away from his chest.

Ask More Questions Make More Sales

"A man shall eat well by the fruit of his mouth"
(Proverbs 13:2)

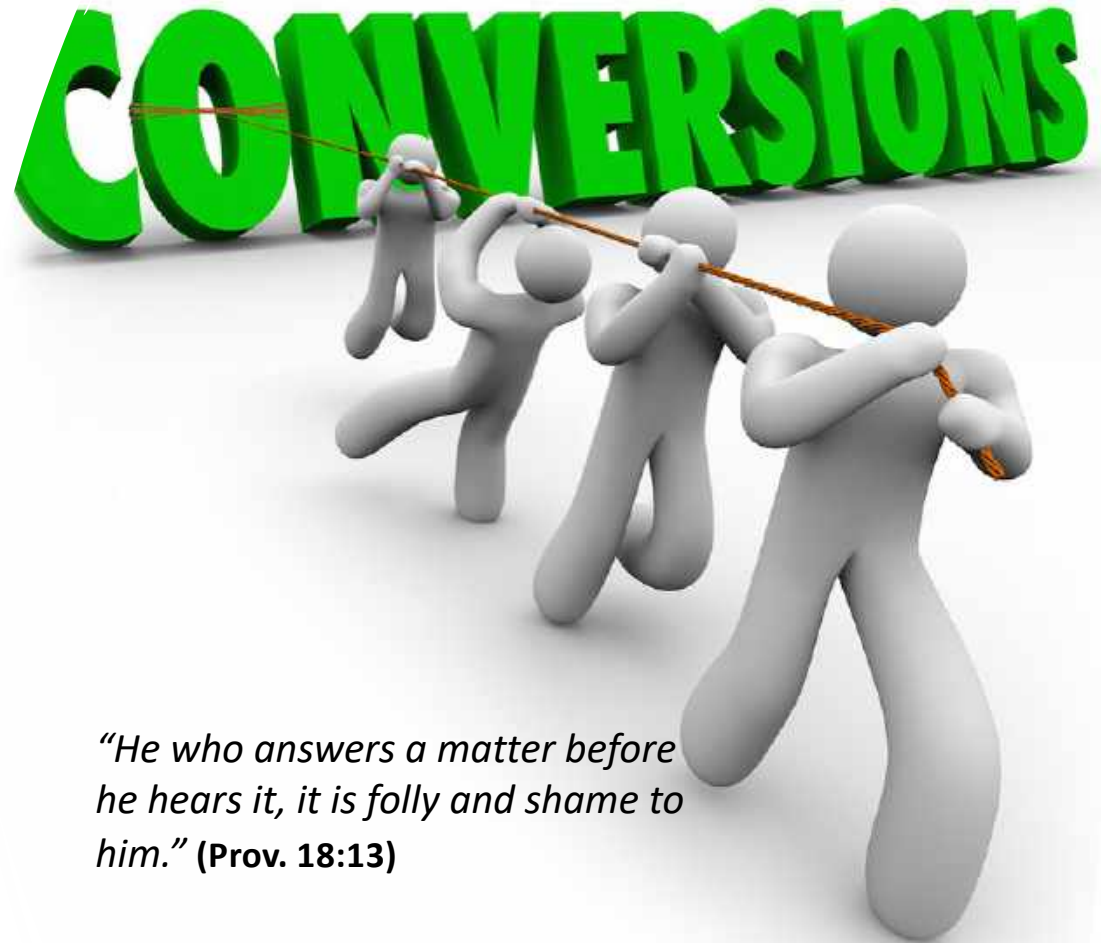
Why Ask Questions?

A close-up, slightly angled view of a circular gauge. The gauge face is light gray with black markings for percentages from 0 to 100. The words 'CONFIDENCE LEVEL' are printed in large, bold, red and black letters across the center. A red needle is positioned at approximately 95%. The gauge has a dark, metallic-looking rim. The background is a dark, solid color.

Because people believe X% of what you say and 100% of what they say.

Asking More Questions Dramatically Ups Sales Conversions

- Sales reps asking FIVE or more questions **close 74% more sales** than sales reps asking TWO questions or less. (How would you like to have a 74% increase in earnings this year?)
- Sales reps asking FIVE or more **STRATEGIC QUESTIONS** can easily **double their sales** compared to asking FIVE or more non-strategic questions.



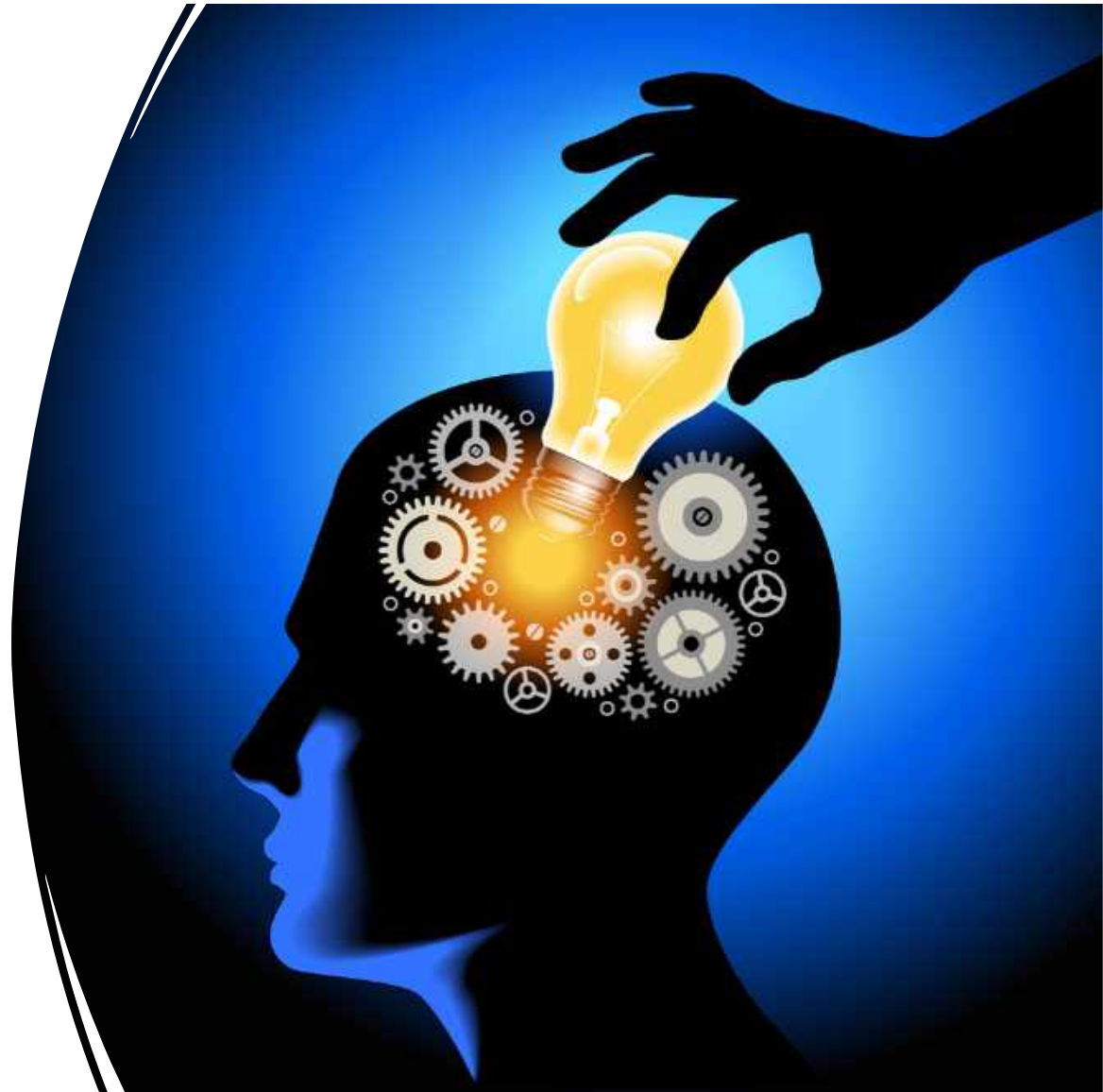
“He who answers a matter before he hears it, it is folly and shame to him.” (Prov. 18:13)

Scientific Explanation

Questions trigger a mental reflex known as “*instinctive elaboration.*”

When you ask someone a question, it takes over the brain’s thought process.

When your brain is thinking about the answer to a question, it can’t contemplate anything else.





STOP HICCUPS

The Impact:

Asking the right question at the right time is so powerful that it can actually stop hiccups on the spot.



Research:

Our brain can only think about one idea at a time.

When you ask somebody a question, you steer their minds to consider only your question and it distracts their brain even from the hiccup response.



Jesus: Our Example

The Scripture records 307 questions that Jesus asked. He in turn however, was only asked 183 questions and of those, He directly answered fewer than 10.

God asked Job 75 questions in a row! (mostly instructive)

7 Reasons To Lead With Questions

- **Questions Develop Rapport**
 - Focus on their interests
- **Questions Build Trust**
 - Focus on their needs
- **Questions Demonstrate Care (Love)**
 - Focus on the subjective (feelings)
 - When they disclose a pain point or problem, ask questions that demonstrate that you care...
 - How did that make you feel?
 - How is that impacting you?



7 Reasons To Lead With Questions

- **Questions Reveal Need**
 - Where are you?
 - I was afraid because I was naked; and I hid myself
- **Questions Develop Need**
 - Who told you... Have you eaten...
 - He blames it on God and Eve (“The woman YOU gave me”)
- **Questions Reveal Heart**
 - What have you done?
 - Blamed it on the serpent instead of taking personal responsibility
- **Questions Reveal Motivation**
 - God asked Cain... “Why are you angry? If you do well, will you not be accepted?”



FOUR CHARACTERISTICS OF GOOD QUESTIONS

- **Simple**
 - Clear, concise, easy to understand
 - Have you any food? (Is what you're doing... Working?)
- **Aimed**
 - Simon, son of Jonah, do you love Me (perfectly) more than these others?
 - Yes, Lord, you know I have an imperfect love for you (high regard, affection)
- **Leading**
 - For a second time: "Simon, son of Jonah, do you love Me (with a perfect love)?"
 - Jesus was leading Peter to acknowledge the limitations of his love
- **Timely**
 - A third time, "Simon, son of Jonah, do you love Me with a brotherly kind of imperfect love?"
 - Met him where he was at. Later in life... "See that you love (agape) one another" 1 Peter 1:22



Top 10 Questioning Styles

1. Discovery Questions – Open ended

“Call to me, and I will answer you, and will show you great things, and difficult, which you don't know.” (Jeremiah 33:3)

How do you feel about the quality of public education these days?

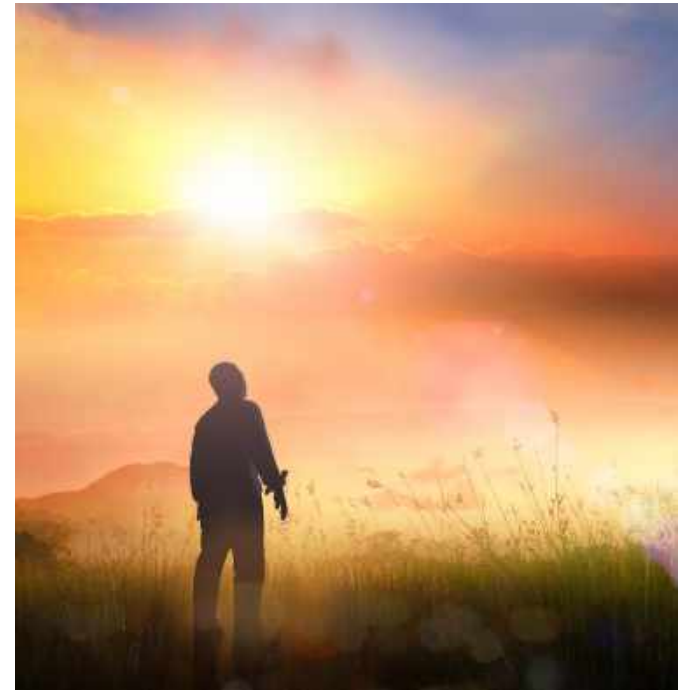
What is it about this area that appeals to you as a place to live?

2. Focus / Probing Questions

“Then Paul said to him, ‘God will strike you, you whitewashed wall! Do you sit to judge me according to the law, and command me to be struck contrary to the law?’” (Acts 23:3) Paul used this focus question to reveal a weakness in their approach.

Why do you think the education system is failing your children?

What led you to that conclusion?



Top 10 Questioning Styles

3. Instructive Questions

"Is it lawful for you to scourge a man who is a Roman, and not found guilty?"

*"Then Jesus asked them, "Which is lawful on the Sabbath: to do good or to do evil, to save life or to kill?" But they remained silent."
(Mark 3:4)*

Instructive questions can be used to expose weaknesses in a competitive product, service or idea.

"Have you seen the Buyers Lab report on the risks associated with...?"

4. Containment Questions

- *"The commanding officer came and asked him, 'Tell me, are you a Roman?' He said, 'Yes'" (Acts 22:27)*
- The nature of containment questions is that they typically can only be answered with a "yes" or a "no" or a one-word answer. Their purpose is to gain control of the conversation by limiting the buyer's answers.



Top 10 Questioning Styles

5. Summary Questions

- A summary question summarizes your understanding of what has been said and asks for confirmation.
- The purpose is both to ensure your own understanding of the facts and to clarify that understanding with the buyer.
- For example, “So Joan, you’re saying that the exercise regimen you’ve been following seems to have only made the problem worse which has made you want to consider surgery. Am I correct?”

6. Clarifying Questions

- *“Amazed and perplexed, they asked one another, “What does this mean?” (Acts 2:12)*
- "Could you please clarify what you mean by 'financial stability'?"
- "I'm not sure I understand your point. Can you explain it in more detail?"



Top 10 Questioning Styles

7. Leading Questions

- *"Which of you, if your son asks for bread, will give him a stone?"* (Matthew 7:9)
- *"Which is easier: to say, 'Your sins are forgiven,' or to say, 'Get up and walk'?"* (Matthew 9:5)
- "Do you think it's possible that there might be a more efficient way to handle this process?"
- "Have you considered the potential benefits of implementing this strategy?"

8. Challenging Questions

- *"And why do you look at the speck in your brother's eye, but do not consider the plank in your own eye?"* (Matthew 7:3)
- *"But why do you call Me 'Lord, Lord,' and not do the things which I say?"* (Luke 6:46)
- "What evidence do you have to support that assertion?"
- "How do you respond to those who contend your solution is not viable?"



Top 10 Questioning Styles

9. Reflective Questions

- *"Did not our heart burn within us while He talked with us on the road, and while He opened the Scriptures to us?"* (Luke 24:32)
- "How do you think your past experiences have shaped your current perspective?"
- "What emotions are you experiencing when you think about this decision?"

10. Hypothetical Questions

- *"Which of you, having a donkey or an ox that has fallen into a pit, will not immediately pull him out on the Sabbath day?"* (Luke 14:5)
- "What do you think would happen if we implemented this new marketing strategy?"
- "How do you think customers would react if we raised our prices?"

