

Elevating Curiosity in Sales: Good Questions

Participant Workbook



MAESTRO GROUP: THE SCIENCE OF HIGHER SALES

Table of Contents

| | |
|----|---------------------------|
| 2 | The Pillars |
| 3 | Types of Questions |
| 7 | Binary Questions |
| 8 | Multiple-Choice Questions |
| 9 | Open-Ended questions |
| 14 | Listening Techniques |
| 21 | Question Trees |

Objectives

1. Identify types of questions that can be asked during the sales cycle.
2. Articulate the strengths and weaknesses of each question type.



The Pillars

Maestro's Sales Pillars are:

**Control What
You Can Control**

**Mitigate
Risk**

What can we control when we are asking questions?

What risks can arise from the questions we ask?



Types of Questions



Types of Questions

Good vs. Bad Questions

In your mind, what makes a “good” question?

What is the risk of not thinking about the potential responses your prospect may give you when you ask a question?

Solutions vs. Values

Fill in the blanks:

Solution-based questions...

Value-based questions...



Types of Questions

When asking a question, if you uncover value *before* moving toward solutions, you can find the challenges your prospect is looking to solve. *Then you can focus on how your solution will help them solve that challenge.*



Types of Questions

There are three types of questions you would most commonly use in sales. Write them down below.

1. _____

2. _____

3. _____

Use a *mix* of these questions throughout the various conversations you have. For the most impact, *use them strategically.*



Binary Questions

What are some examples of binary questions?

Complete the table below, describing the pros and cons of binary questions.

| PROS | CONS |
|------|------|
| | |

Why is the most dangerous binary question “does that make sense?”

Rather than asking “does that make sense?” a *better* question to ask is:

“ _____ ?”



Multiple-Choice Questions

What are some examples of multiple-choice questions?

Complete the table below, describing the pros and cons of multiple-choice questions.

| PROS | CONS |
|------|------|
| | |

When might you want to limit your prospect's answer choices?

How could you use an agenda as a multiple-choice question?



Open-Ended Questions

What are some examples of open-ended questions?

Complete the table below, describing the pros and cons of open-ended questions.

| PROS | CONS |
|------|------|
| | |

How can open-ended questions help encourage honesty?

After you ask an open-ended question, you should _____ and _____.



Convergent vs. Divergent Questions

There are two types of open-ended questions:

- Convergent questions help lead toward a shared understanding; *explain*
- Divergent questions encourage broader thinking and explore what is possible; *what if*

Complete the table below to test your understanding of convergent and divergent questions.

| | Convergent Questions | Divergent Questions |
|---------|----------------------|---------------------|
| Example | | |
| Use | | |



What About Compound Questions?

A compound (or “double-barrel”) question strings together multiple questions, with no pause for response in between.

Example: *“What’s your budget, what is your timeline, and how important is it to you to meet that timeline?”*

What is the challenge with using compound questions?



Activity

How would you make these questions open-ended?

“Are you the right person I should be talking to?”

“What’s your decision-making process like and what’s your timeline?”

“Are decisions made quickly or do they require multiple people and meetings?”

How would you make this convergent question divergent?

“Describe your process.”



What Stands Out So Far?

What are 2–3 key takeaways from what we’ve discussed today? (Include insights from others.)

1. _____

2. _____

3. _____

Additional takeaways



Listening Techniques



The Power of Listening

After asking *any* type of question, you need to *be quiet* and *listen*.



The Power of Listening

On a scale of 1–5, how would you rate your ability to be quiet and not interrupt someone when they're answering a question? _____

Why?

Think about someone you consult with often because they are a good listener. What is it about that person that keeps you going back?



Listening Techniques

There is more than one way to listen to another person.

- **Discriminative:** distinguish between tones and sounds to figure out how these differences may affect the entire meaning of a sentence

- **Comprehensive:** understand the words being said; take in facts and information, but not to evaluate what is being said

Most common
in sales

- **Critical:** evaluate or scrutinize what is being said and assess what you are receiving against what you already know or believe and determine the credibility of what you hear

- **Therapeutic:** understand the feelings and emotions of the speaker but not respond

- **Active:** listen to understand the context—most common type of listening

- **Deep:** understand not only the message, but the message behind the message (context, motivations, biases, and preferences)



Listening Techniques

Which of these types of listening techniques do you think you employ the most? Check all that apply.

- | | | |
|---|--------------------------------------|---------------------------------|
| <input type="checkbox"/> Discriminative | <input type="checkbox"/> Critical | <input type="checkbox"/> Active |
| <input type="checkbox"/> Comprehensive | <input type="checkbox"/> Therapeutic | <input type="checkbox"/> Deep |

Critical Listening

What would be a situation in which you would listen critically to what your prospect is saying?

Therapeutic Listening

What would be a situation in which you would practice therapeutic listening to what your prospect is saying?

Active Listening

How do you show someone you've been listening actively?



Activity

What type of listening would be best for each scenario?

You join a call with your prospect with the intent of setting a timeline, but then your prospect starts to vent about someone.

Your prospect is saying that implementation shouldn't be an issue for your product, but past experience tells you there are technical configurations that require your implementation team to meet with the prospect's IT team before coming to that conclusion.



Loop Back Information

Take notes of words or phrases that the prospect emphasizes or repeats through the conversation and *loop back this information* later to show that you've been listening.

What are some phrases you can use to loop back information?

Most importantly: use their words for them, don't use their words against them.

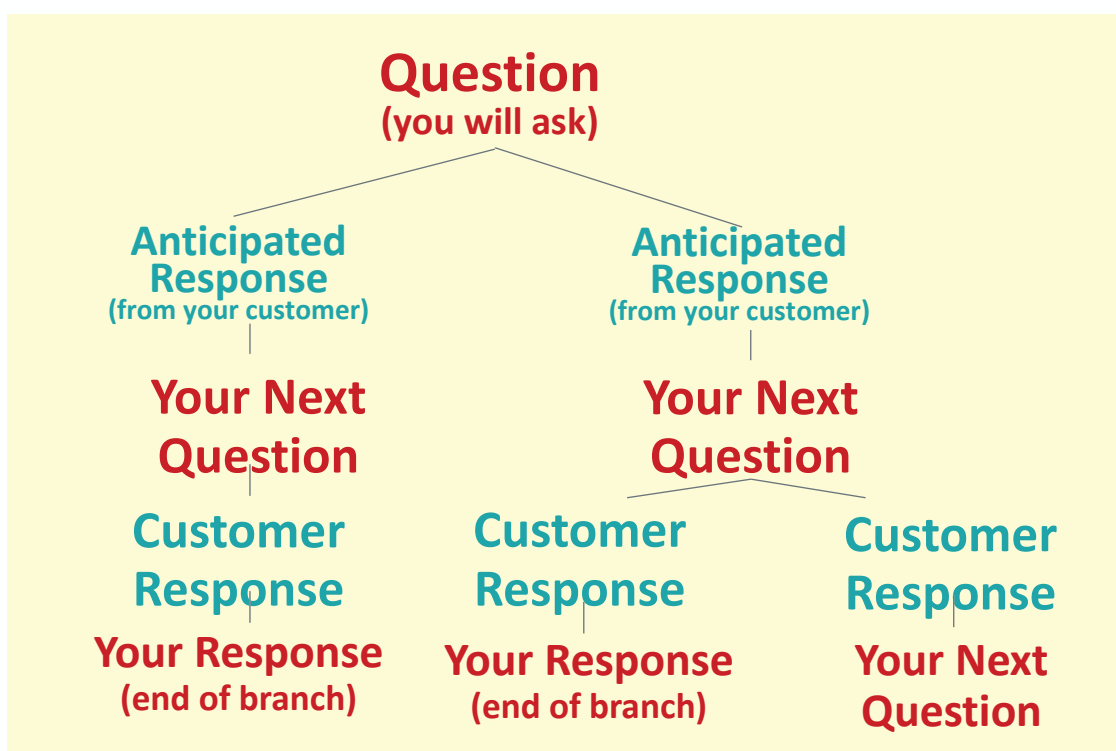


Question Trees



Question Trees

A question tree is like a choose-your-own adventure *where you map out a conversation before it happens*, then view all the ways it can go. This is a great way to prepare yourself for any situation you may find yourself in. Question trees are also useful to find an efficient way to get the information *you need by seeing which questions lead there*.



When should you do question trees?

How could a question tree have helped you in a past conversation?



Question Trees

A research study of salespeople in 2014 in the Journal of Professional Selling and Sales Management found that *salespeople who performed the best had more of these if-then steps mentally mapped out*, and as a result, had *richer conversations* and a *deeper knowledge exchange* with customers.



Session Recap

Session objectives:

1. Identify types of questions that can be asked during the sales cycle.
2. Articulate the strengths and weaknesses of each question type.

What is your biggest takeaway from today?



