

CASTAIN TRAINING SYSTEMS

10 Totally Random Thoughts About Questions

- 1) A good question can draw someone inward and . . . cause them to reflect, consider and even do so subconsciously through (get this) the awareness your question has created.
- 2) Good questioning allows you to take control of a situation . . . without being controlling!
- 3) Good questions create higher quality communication. Higher quality communication fosters superior relationships. Want superior relationships? Start by asking a better question!
- 4) Good questions lead the recipient on a path of self discovery. You could tell someone something and perhaps they will consider it. If they discover it . . . **They** own it!
- 5) Good questions create high levels of rapport. Perhaps Voltaire was spot on when he said “Dude, that was a righteous question” or even infinitely more spot on when he said “Judge of a man not by his answers, but by his questions” What do your questions say about you?
- 6) A good question changes the lens in which a person sees their world.
Note: That’s some pretty deep sh*t right there . . . I’m not going to lie!
- 7) A good question, asked of the wrong person, is just as ineffective as a poor question asked of the right person. We were taught, early on in sales, to go to the highest level of decision maker. What if we ask a brilliant question of this high level individual, but they are several layers removed from feeling the impact?
- 8) A good question, at the front end of a response can offer the clarity needed for you to offer a more meaningful response. It will also buy you time to craft your response.
- 9) Good questions focus not only on discovering the pain, they focus on discovering the **opportunities** your client/prospect desires!
- 10) A good question can move someone off the fence of indifference by igniting emotional buy in!



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