

# CHEAT SHEET: SALESY VZ NEUTRAL QUESTIONS

## Why?

A successful sales process is all about truly understanding what your prospect wants and/or needs and matching that up with what you have to offer. Get this right and you will have a winning formulae (providing your total solution cost is lower than their gain from using your product or service.) But there is a but: how often do we sabotage this sale due to our communication technique or language? We create sales resistance without even knowing it.



## Examples of questions that build resistance

*"I'm just calling to see if you would be interested in..."*

*"I can meet with you tomorrow at noon or Friday at 3, which time works for you?"*

*"How about we schedule another call to have the next conversation?"*

*"Can I come by and show you what we can do for you?"*

## What should you do?

What's wrong with these common examples? It is mostly about you!

Firstly imagine that you were talking to a family member, would you really use these questions? We need to build trust, we will not be able to do this if we create tension, pressure and phrase everything about ourselves.

What we need to be is more natural and empathetic to their situation.

## Better options of how to re-phrase these examples

*"Would it make sense for us to talk again to see if what we are doing will fit into what you are looking for?"*

*"... with your permission we can set up another appointment to see if what we do would work for your solution, would that work for you?"*

*"Would it be appropriate for us to talk again on the phone to see if we could help you?"*

*"What do you see as the next step here ..."*

## Closing questions vz Commitment questions

Even if you have not had formal sales training you will know about closing questions—Banish these from your vocabulary. Instead, focus on building trust and rapport and gain commitment to a solution. If you set the framework up correctly then the following commitment questions, raised at the end of the sales interview, become priceless:



1. *Do you feel like this could be what you are looking for?*
2. *Why do you feel this way?*  
*(ie. Get them to substantiate their reasoning)*
3. *Do you feel like this is something you can (have, do, use) that will get you where you want to go?*
4. *Why do you feel like it is?*