

The prospect isn't responding. Your first few questions bombed.
How can the next question you ask turn this interview around?

Questions are the Answer *for* Sales

ONLINE | SELF PACED COURSE

LESSONS

- 1) Introduction
- 2) Questions and Probes
- 3) Categories of Questions
- 4) Practical Applications
- 5) Knowledge Assessment

How to ask the right questions to move the sale process forward

■ **Q**uestions are powerful tools in the sales process. Applied skillfully, they will yield the information you need to take the process to the next step. Used carelessly, they could undermine the entire client relationship by making you seem pushy or unprofessional.

Questions are the Answer for Sales is a short, informative course in the fine art of asking the right questions at the right time during the sales cycle – questions that result in useful information and positive momentum.

You will learn the difference between a *question* and a *probe* – and how using the right one can elicit information while avoiding the impression you are interrogating your client. By mastering open and closed questioning techniques, you'll control the direction of a sales interview – whether you want your client to “open up” more, or focus only on specific information. You'll learn which category of question to use for each specific purpose – and what kinds of questions to avoid as well.

With **Questions are the Answer for Sales**, you will come away from sales interviews with the answers you need to present your prospect or client with a relevant solution. Your clients will know they have engaged in an important and useful process. The result is better information, better solutions, and better sales relationships.

[COURSE OVERVIEW]

The five-lesson course can be taken at your own pace; average completion time is approximately an hour. Interactive graphics, audio, text, animation, quizzes and practical application exercises keep the lesson engaging and entertaining, so you will be astonished at how much you've learned!

[CONTACT US FOR MORE INFORMATION]

