

# How to use the magic of questions and get more buyers to say yes...

Wouldn't it be great if more buyers said yes more often to your proposal, your offer, and your products?

It's disappointing, disheartening and discouraging when you get a warm prospect for your product, or service and they don't buy. Even more so when you know it's right for them!

Here's a bitesize business support tool that you can start implementing today and get more 'yes' answers, more sales and more profit as a result...

**STOP:** taking questions for granted, it means you'll never achieve your potential.

**START:** capturing your 20 best customer questions with your team's help if you can. Then fine-tune these questions and test them with your customers.

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## 1. Generate 20 open questions

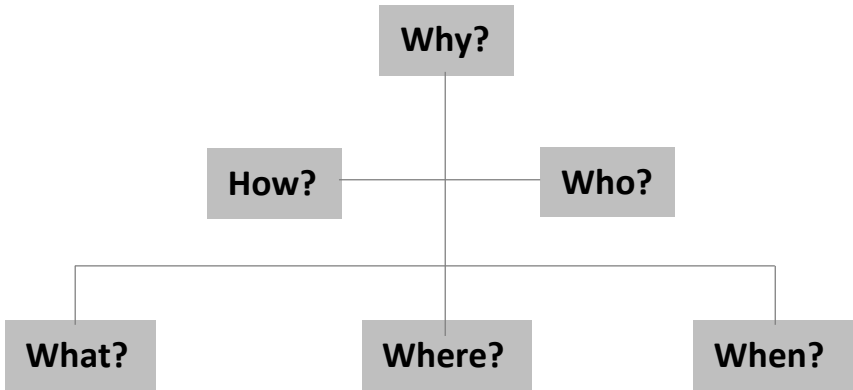
Using the table in the appendix below. You'll find we've kick-started the questions with 3 given examples to help you get going!

Kick-start your question creativity using Kipling's six-honest serving men:



*“I keep six honest serving-men (they taught me all I knew);  
Their names are WHAT and WHY and WHEN and HOW and WHERE and WHO.”*

Remember Kipling’s six serving men are the key to the control, the influence and the results you seek. Generate at least 20 questions starting with these six words.



**2. Work out carefully worded yes-tag questions**

You want to start your buyer conversation well by putting your buyer in a positive frame of mind. Work out carefully crafted yes-tag questions to do this, for example:

**Yes-tag 1**  
“Wouldn’t it be great if more buyers said yes more often to your proposal, your offer, your products?”

**Yes-tag 2**  
“When you master the science of great questions, can you see you’ll create better conversations, better results?”

**Now you try**  
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What other examples can you think of?



### 3. Give your buyer choices

Work out choices for your buyer at the end of your conversation. Generate alternatives you can use in a closed question that allows your buyer to choose – here’s 2 examples:

“Would you prefer a red one or a blue one?”

“Do you want delivery next week, or the week after?”

Now you try  
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### 4. Practice using your ‘get out of jail’ phrase

When the conversation with your buyer does not follow your planning, fall back on the phrase, “Tell me...” to trigger asking a strong open question. Practising the use of “Tell me...” will build this simple but powerful questioning skill...

“Tell me what you think of our products number 1 status on Amazon...”

“Tell me how you feel about the accountancy services that we have to offer...”

Now you try  
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**5. One of the oldest questioning skills in the book**

Losing control of a conversation happens when a buyer starts asking all the questions. To resolve this, practice answering a question with a question.

Work with your team to generate a list of questions buyers often ask so you can craft answers or questions you can reply with – here’s 2 examples:

**Question:** “Why do you use purple in your company packaging?”

**Your answer:** “That’s a great question. Tell me, why is the colour of our packaging of interest?”

*(The key here is to complement their question before replying with a question of your own)*

**Question:** “How quickly can you get it delivered to my office?”

**Your answer:** “How quickly can we get it to you! Tell me, how quickly do you need it delivered?”

*(Here you repeat the question to yourself then ask them how they want it answered)*

**Now you try:**

**Question:** .....

.....

.....?

**Your answer:** .....

.....

.....?



## Appendix

1. Generate 20 open questions, using the table here with 7 given examples to help you!

Question Word	Question
1. What...?	What is it that most appeals to you about working with our firm?
2. Where...?	Where could we meet for a coffee to talk more about your specific requirements?
3. When...?	When did you last get exactly what you wanted exactly when you wanted it?
4. How...?	How did you find out about our product?
5. Who...?	Who else in your team should we invite to our meeting together?
6. Why...?	Why has it taken you so long to decide to change supplier?
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