



Master the Art of Persuasive Questioning: 7 Essential Principles of **Brilliant** Sales Questions!

01

Preparation is Key:

- Research industry, company, pain points
- Craft insightful questions based on understanding



02

Start with Open-Ended Questions:

- Encourage detailed responses
- Gather valuable information
- Prompt thoughts, challenges, goals



03

Uncover Customer Needs:

- Ask probing questions
- Delve into pain points, desires, aspirations
- Position product/service as the solution



04

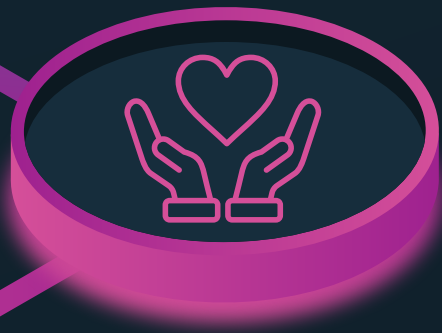
Active Listening:

- Listen attentively
- Build rapport & trust
- No interruptions or premature responses

05

Empathy and Emotional Connection:

- Tap into emotions, needs, aspirations
- Forge a stronger connection
- Evoke positive impact of offering



06

Be Curious and Adapt:

- Stay curious throughout
- Ask follow-up questions
- Adapt to personality, preferences, flow

07

Use Questions to Close Deals:

- Guide toward purchasing decision
- Envision benefits & solidify decisions
- Highlight unique value & address objections effectively



Mastering **the art of persuasive questioning** is an invaluable skill for any sales professional. By following these seven essential principles of brilliant sales questions, you can elevate your sales conversations to a whole new level.

With practice, you can become a persuasive communicator who consistently exceeds sales targets and builds long-lasting customer relationships.

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[Be Brilliant! How to Master the Sales Skill of Persuasive Questioning](https://www.griffinhill.com) by Scott O. Baird, PhD

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