

Listening and questioning skills

Overview

Yes, we have to listen to our customers. But we also have to ask them questions, particularly if we want to win their business. **Tim's** highly motivational bite-sized session will give your team a range of questioning techniques for use in any situation, plus advice and guidance on how to listen too, in order to help move the customer closer to a buying decision.

Session overview

1 Don't ask / not interested

- Two short activities where participants experience what it is like when they speak and receive no feedback. This emphasises the importance of questioning during communications.

2 Yes / no

- This activity demonstrates the difficulties when the customer only gives limited answers.

3 Types of information

- A brief explanation of the three main types of information that may be uncovered during questioning.

4 The 'funnel' technique

- A simple and logical questioning technique that can be applied to most situations. Participants get the opportunity to practise the technique on each other.

5 Refining the 'funnel'

- How to make the question funnel even more effective. Are open questions always necessary to encourage open answers?

6 Preparing to question

- Participants are encouraged to think about the preparation they should make before questioning someone. Participants get the opportunity to practise this.

7 Preliminaries

- How to prepare the other person so that they are encouraged to answer our questions.

8 Lubricating the question

- How to get the customer to give as much information as possible. And how to control situations where the customer is talking much more than we need.

Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit www.theinhousetrainingcompany.com