

# Open-Ended Questions

Open-ended questions are valuable techniques in helping you gather information, establish trust and build credibility with your contacts. The goal is to establish a dialogue with your clients to move past simple yes or no answers. This will help you in building rapport and qualifying your sales opportunities in order to return the best value for our customer. Asking these questions is just one step in your sales process, but LISTENING to your client's needs is always the best method to drive success.

**Here are some examples to test in the field. Try these out or create your own.**

## Information Gathering

- What prompted you/your company to look into this strategy?
- What are your expectations/requirements for this campaign?
- What process did you go through to determine your needs?
- How do you see this happening?
- What is it that you'd like to see accomplished?
- With whom have you had success in the past?
- With whom have you had difficulties in the past?
- Can you help me understand that a little better?
- What does that mean?
- How does that process work now?
- What challenges does that process create?
- What challenges has that created in the past?
- What are the best things about that process?
- What other items should we discuss?
- Which partners are providing you with the best solutions right now?
- What should we focus on for this campaign?
- What traits do your top performing partners typically demonstrate?

## Qualifying

- What do you see as the next action steps?
- What is your timeline for implementing/starting this campaign?
- What other data points should we know before moving forward?
- What budget has been established for this initiative?
- What are your thoughts?
- Who else is involved in this decision process?
- What could make this no longer a priority?
- What's changed since we last talked?
- What concerns do you have?
- What other companies are you partnering with to solve your needs?
- What is your objective for this campaign and how will you define success?
- When will you be ready to execute on this plan?

## Establishing Rapport, Trust, & Credibility

- How did you get involved in...?
- What kind of challenges are you facing right now?
- What pain points can we help address?
- In thinking about your objectives this year, what keeps you awake at night?
- What's the most important priority to you with this? Why?
- What other issues are important to you?
- What would you like to see improved?
- What are the characteristics of sales reps that you prefer working with?
- What's the best method and frequency for me to contact you?