

# **DIAGNOSTICS:**

# **QUESTION BUILDING**

# **SKILLS**

*SAMPLE*

# Question Building Skills

## Table of Contents

	Page Number
<b>Review</b>	
Tune-Up: Pre-Call Planning and Background	3
In the Driver's Seat	4
Pit Crew Accountability/ Individual KPI's (Key Performance Indicators)	5
<b>Lesson Overview</b>	
Lesson Capabilities	6
Lesson Introduction	7
<b>Lesson Content Info</b>	
Consultative Sales	8-9
Motivational Hierarchy	10-11
Iceberg Theory	12
Sales Professional Tool: Interview Sheet	13
Phases of Questioning	14-17
Lesson Review	18-19
<b>Pit Crew Assignments</b>	20
<b>Appendix</b>	
Iceberg Theory	22
Interview Sheet	23-28
5 Techniques to Improve Your Questioning Skills	29-30

## Question Building Skills

### Tune Up: Pre-Call Planning & Background

1. List the steps to prepare for the sales meeting.

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	

2. What is the next step of preparation after a meeting has been set?

---

3. List the Background question you added to your Interview Sheet?

---



---

*Continued on next page*

## Question Building Skills

### In The Driver's Seat.....

Allow the Facilitator to direct this section. .Role play and go over Pre-Call Plan.

<b>Driver:</b>		<b>Issue:</b>	
<b>Notes:</b>			



Take-Aways from the exercise:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Continued on next page

## Question Building Skills

### Pit Crew Accountability

Your Pit Crew Leader should be prepared to report the following:

- How many members attended the meeting?
- How many members sent games daily to all other members - and signed PG?
- How many members completed homework assignments - and signed PG?
- How many members reviewed games and provided feedback (look for activity, closes, formulas, etc.)
- How many members discussed the lesson from last class and/or applied to their business (what you applied and how did it work - made notes in PG of discussion) - have members sign off on your application discussion)

**Absent or late for class** -5  
**Pit Crew Member not prepared Sales Devotion** -10  
**Pit Crew Member deliver expectations** -10

**Pit Crew Score** \_\_\_\_\_

**\*\*\*TAKE THE TIME NOW TURN TO PAGE 20 AND SCHEDULE YOUR NEXT PIT CREW MEETING IN YOUR PIT CREW AGENDA\*\***

### Reporting individual key performance indicators

How many Quality Introductions/ Referrals did you receive? (Line 20)	How many First Prospect Meetings did you have? (Line 23)	How many Strategic Partner Meetings did you have? (Line 24)	Did you average 25 Daily Points? (Line 26)	What did you accomplish towards your goal? ~since last lesson (Line 31)	What is your 2-Week Goal?	What is your percentage to goal? (What did you accomplish/2 week goal)

My current formula for success \_\_\_\_\_

*Continued on next page*

---

## Question Building Skills

---

### Lesson Overview

#### Lesson Capabilities

Upon completion of this lesson, you will be able to:

- Understand the history of Consultative Sales
- Understand the four levels of the motivational hierarchy
- Introduce the Interview Sheet
- Define the phases of questioning
- Identify the 5 questioning tools of a sales professional

This lesson provides necessary information required to develop questioning building skills that can result in meeting and exceeding sales goals.

#### Notes:

---

---

---

---

---

---

*Continued on next page*

---

## Question Building Skills

---

### Introduction

The ability to ask “*the right question*” is the foundation for success in the Sales Acceleration System process. When selling or telling features/ benefits of a service or product, it places a salesperson on the same footing as all the other salespeople. You will learn to ask questions that cause the prospect to realize that there is a need for your product or service, assuming a full diagnosis has been made by the sales person.

***You are established as an expert by the questions you ask, not by what you know.***

### Consultative Sales

**VSG Definition of Consultative Sales:** A Sales Professional becomes a "consultant" to a prospect/customer, and adds value by helping the prospect/customer make a buying decision by developing and exploring options (as opposed to selling a product).

**Exercise:** Write The VSG Definition of Consultative Sales.

---

---

### Notes:

---

---

---

---

---

*Continued on next page*

---

## Question Building Skills

---

### Consultative Sales

#### History

Socrates was one of the greatest educators who taught by asking questions and thus drawing out answers from his pupils (example: "educō", means to 'lead out, to draw out, lead out, march out, which is the root of 'education').

The overall purpose of Socratic questioning is to challenge accuracy and completeness of thinking in a way that acts to move people towards their ultimate goal.

#### Socratic Questioning

**Socratic questioning** is disciplined questioning that can be used to pursue thought in many directions and for many purposes, including:

- get to the truth of things
- open up issues and problems
- uncover assumptions
- distinguish what we know from what we don't know

The art of Socratic questioning is **systematic, in depth, and an abiding interest in assessing the truth**.

#### Notes:

---

---

---

---

---

*Continued on next page*



## Question Building Skills

### Consultative Sales (cont.)

#### History of Consultative Sales

*"The Giant of Sales, by Tom Sant"*

In the late 1800's John Patterson of NCR developed the first consultative selling process and systematized it through the "Primer". The Primer had a four step approach:

1. Approach – Identify the customers problems
2. Proposition – develop a specific value proposition
3. Demonstration – show the solution fits
4. The Close – ask for the order

***We have to be effective in asking questions so we can gather information to guide the sale and focus on what is important to the prospect. We can gain information fast if we ask the right questions, but we have to listen.***

#### Exercise:

What is the root of education "educ" mean?

---

What is title of the first documented systemized process?

---

#### Notes:

---



---



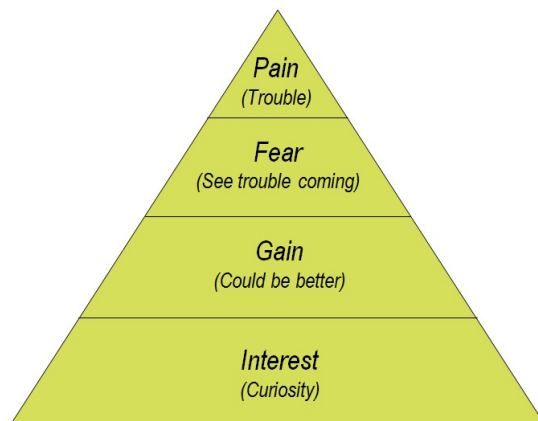
---

*Continued on next page*

## Question Building Skills

### Motivational Hierarchy

The hierarchy of motivation and why people buy:



What am I feeling?....	What does this mean?.....
<i>Information is available in the full lesson</i>	<i>Information is available in the full lesson</i>
The traditional scripts were designed to create <i>curiosity</i> which is the lowest level of motivation.	

### Notes:

---



---



---

*Continued on next page*

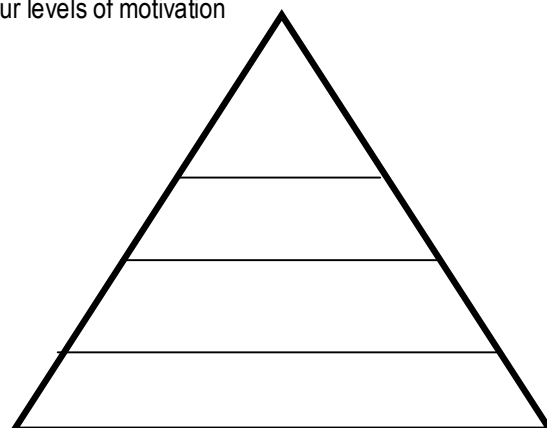
## Question Building Skills

### Motivational Hierarchy (cont.)

#### Exercise:

Where in the motivation pyramid do you spend most of your time with prospects when selling?

List the four levels of motivation



Notes:

---



---

*Continued on next page*

---

## Question Building Skills

---

**Iceberg vs. Selling**

*Information is available in the full lesson*

**Notes:**

---

---

---

*Continued on next page*

---

## Question Building Skills

---

### Interview Sheet

*Those who do not learn from history are destined to repeat it.*

*Information is available in the full lesson*

Exercise: What is the purpose of an interview sheet?

---

### Notes:

---

---

---

---

---

*Continued on next page*

## Question Building Skills

### Phases of Questions- Moving from Sales Novice to Sales Professional

**Phase 1**                      **Talk Too Much – (Sales Novice)**  
*Information is available in the full lesson*

**\*\* Remember if you are talking you are saying something you already know. If you are listening you are learning something new. \*\***

**Phase 2**                      **Closed-Ended Questions – (Sales Novice)**  
*Information is available in the full lesson*

**Notes:**

---

---

---

---

---

---

---

*Continued on next page*

---

## Question Building Skills

---

### Phases of Questions- Moving from Sales Novice to Sales Professional (cont.)

**Phase 3**                      **Manipulative Questions – (Sales Amateur)**  
*Information is available in the full lesson*

**Phase 4**                      **Open-Ended Questions – (Sales Amateur)**  
*Information is available in the full lesson*

**Exercise:** Write an open-ended question related to your industry.

---

---

**Notes:**

---

---

---

*Continued on next page*

## Question Building Skills

### Phases of Questions- Moving from Sales Novice to Sales Professional (cont.)

#### Phase 5

#### Presumptive, open-ended questions. – (Sales Professional)

Example Script:	
	<i>Information is available in the full lesson</i>

*Information is available in the full lesson*

**\*\*\*Tone of voice is critical in any questioning approach.\*\*\***

**Exercise:** Develop a presumptive open- ended question related to your industry.

---



---

#### Notes:

---



---



---

*Continued on next page*



---

## Question Building Skills

---

### Phases of Questions- Moving from Sales Novice to Sales Professional (cont.)

**Exercise:** Recall your last sales call. Answer the questions below.

What percentage of the call did you talk?

---

What percentage of your questions were open-ended?

---

How much time was dedicated to understanding what the client needs vs what they think they need?

---

---

*Continued on next page*

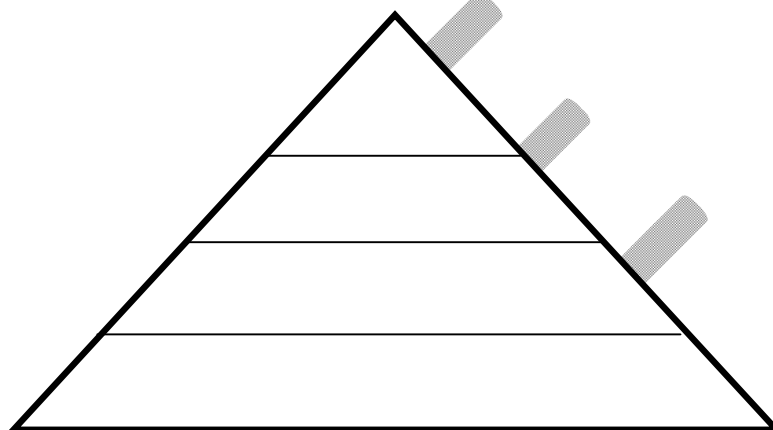
## Question Building Skills

### Lesson Review

1. What percentage of time should a sales professional spend talking in a sales call?

---

2. What are the four levels of the motivational hierarchy?



3. What is our definition of "Pain"?

---



---

4. What large piece of frozen fresh water do we compare the motivational hierarchy too?

---

5. What percent of the frozen fresh water mass is above water? What percent of the prospects pain is on the surface?

---

6. How many phases of questioning are there to move from Sales Amateur to Sales Professional? List the phases.

---



---



---



---



---

## Question Building Skills

### Lesson Review

7. What are the 4 phases of questioning?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

8. How much is too much?

\_\_\_\_\_

9. How much should you talk in a sales call?

\_\_\_\_\_

Objective to complete before next sales session:

Signature	Exercises Completed	Lesson Review Completed	Appendix Completed (if one)	Objective Completed
Internal Report				
Internal Report				

*Continued on next page*

## Question Building Skills

### PIT CREW MEETING

Scheduled –Date: \_\_\_\_\_ Time: \_\_\_\_\_ Meeting Place: \_\_\_\_\_

Objective to complete before Pit Crew Meeting: \_\_\_\_\_

Time Benchmarks	Agenda Item
1-5 mins	Confirm attendance for members
5-10 mins	Confirm all members Game Scorecard is current and sign off
10-15 mins.	Discuss objectives, complete and sign off
15-20 mins	Review Game Scorecard and provide feedback for improvement
20-30 mins	Discuss and applied content from the previous session

What is working?

---



---



---

What is not working?

---



---

Signatures of Accountability:

Signatures	Lesson Review Completed	Objective Completed	Game Scorecard is current
Pit Crew Member			
Pit Crew Member			
Pit Crew Member			
Direct Report			

*Continued on next page*

# **APPENDIX**

## 5 Techniques to Improve Your Questioning Skills

### Questioning Sales Tools:

Mastering these 5 techniques will help you improve your questioning skills in order to deal more effectively with different situations a prospect can throw at you:

#### 1. "Let's Suppose"

Example:	
Sales Professional	<i>Information is available in the full lesson</i>

#### 2. Recognize and Refocus

Example:	
Sales Professional	<i>Information is available in the full lesson</i>

#### 3. Colombo

Example:	
Sales Professional	<i>Information is available in the full lesson</i>

#### 4. The Takeaway

Example:	
Sales Professional	<i>Information is available in the full lesson</i>

#### 5. The Scale

Example:	
Sales Professional	<i>Information is available in the full lesson</i>