

**SEEKING FIRST TO
UNDERSTAND**

**HIGH PERFORMANCE
BENEFITS SALES PRO**



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OPEN-ENDED VS CLOSED-ENDED QUESTIONS

Definitions:

- **Open-ended:** Allows for detailed responses.
- **Closed-ended:** Yes/no or single-word answers.

Takeaway: Use a mix of both for a balanced conversation.

Interactive: Write down three open-ended and three closed-ended questions relevant to your field.

BUILDING A QUESTION FUNNEL

Concept: Start with general questions and narrow down to specifics.

Takeaway: This method helps you get to the core needs of your prospect.

Interactive: Create a question funnel aimed at identifying a specific need in your field.

IDENTIFYING PAIN POINTS

Why It Matters: Understanding the problems a prospect faces helps tailor your solution.

Takeaway: Focus questions around pain points.

Interactive: List three common pain points your prospects might have and questions to identify them.

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