SEEKING FIRST TO UNDERSTAND

HIGH PERFORMANCE BENEFITS SALES PRO





SEEKING FIRST TO UNDERSTAND

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.



SEEKING FIRST TO UNDERSTAND

SEEKING FIRST TO UNDERSTAND ACTION PLAN

o Opening Question: _____

Activity: Use this template to structure your line of questioning for the next prospect you meet.

Follow-Up Question 2: Closing Question: NOTES	Follow-Up Question 1:	
 Closing Question: 	Follow-Up Question 2:	
	O Closing Question:	
- NOTES	o Closing Question:	
NOTES		
NOTES —	NOT	-
	——NOI	ES — — — — — — — — — — — — — — — — — — —





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