

MASTERING ASKING GREAT QUESTIONS

"THE KEY TO SALES SUCCESS IS TO ASK GOOD QUESTIONS AND LISTEN CAREFULLY TO THE ANSWERS." – BRIAN TRACY



Asking great questions isn't just a skill—it's the secret weapon that separates top sales professionals from the rest. The right questions will uncover a prospect's pain points, desires, and buying motives. More importantly, they will guide your customer to the realization that your product or service is the best solution for them.



"If you ask the right questions, your prospect will tell you exactly how to sell them." - Zig Ziglar

INTRO TO THE TRAINING

- 1. The power of asking the right questions at the right time**
- 2. Real-world examples of how to transition from discovery to closing**
- 3. The do's and don'ts of effective sales questioning**

Mastering the art of asking great questions isn't just a soft skill—it's a profit-driving powerhouse. Sales professionals who ask at least 11-14 discovery questions during a presentation close 74% more deals than those who ask fewer than 6. Why? Because the right questions uncover pain points, build trust, and guide prospects to their own conclusions—which is the easiest way to close. Instead of pushing your offer, you're leading your prospect toward a decision they feel confident in. Top closers know that the more a prospect talks, the more they buy—and the easiest way to get them talking is by asking the right questions!

THE POWER OF ASKING GREAT QUESTIONS

Most salespeople talk too much and listen too little. A strong salesperson speaks only 30% of the time, with the other 70% dedicated to active listening. Your job isn't to convince the prospect with endless features—it's to ask questions that guide them to convince themselves.



The Three-Step Process to Mastering Sales Questions

- **Ask the right questions – Find out the prospect's pain points and desires.**
- **Identify the real problem – Understand what's holding them back from buying.**
- **Present the solution – Show how your offer eliminates their problem.**

Real-World Sales Scenario

Scenario: Selling a Home Renovation Service

A couple walks into a showroom, considering a renovation.

Wrong Approach:

✗ Salesperson: "We have the best prices in town! Let me show you our latest models."

👉 (This approach is about the salesperson, not the prospect.)

Right Approach:

✓ Salesperson: "That's exciting! What inspired you to consider a renovation now?"

👉 (This opens the door for the prospect to share their real reason.)

Follow-Up Questions to Guide the Conversation

1. "What's your main goal with this renovation—more space, a modern aesthetic, or better functionality?"
2. "Have you ever done renovations before? If so, what did you love or hate about the process?"
3. "How soon are you hoping to start?"

By asking these, you get the real story, understand their expectations, and tailor your pitch to what actually matters to them.

The Do's and Don'ts of Sales Questions

✓ Do's:

- ✓ Ask open-ended questions – Encourage prospects to give more than a “yes” or “no” answer.
 - ✓ Listen actively – Don't think about your next question while they're talking. Really listen.
 - ✓ Build on their responses – Use their answers to ask follow-up questions.
 - ✓ Ask clarifying questions – “Can you give me an example of what you mean?”
 - ✓ Surface objections early – “What concerns do you have about making this decision today?”
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✗ Don'ts:

- ✗ Don't cut them off – Let them finish their thoughts. They might reveal key information.
- ✗ Don't sound scripted – Ask in a natural way, not like you memorized a sales script.
- ✗ Don't rush to “yes” – Ensure you fully understand their needs before offering a solution.
- ✗ Don't ignore body language – If they look hesitant, stop and ask, “I noticed you hesitated—what's on your mind?”

MASTERING THE TRANSITION TO CLOSING

Great questions naturally lead to the close. When the prospect feels heard, they become more confident in their decision.

Closing Transition Example:

Salesperson: “Based on what you told me, it sounds like you’re looking for a solution that saves time and eliminates frustration is that fair to say?”

(wait for response to make sure you have all the information)

If yes: “So if I had a solution that solves both of those problems and it made sense to you financially, I’m guessing there’s potential to earn your business right?”

With this approach, you aren’t pushing the sale—you’re guiding them toward their own decision.

REMEMBER: Sell to serve.

"78% of buyers say they would do business with a salesperson again if they weren't pushy during the sales process."

(Source: HubSpot)

ASK GREAT QUESTIONS, CLOSE MORE DEALS

Mastering the art of asking questions is the key to effortless closing. When you get your prospect talking, you gather powerful insights that make selling easier.

Remember: The best salespeople don't "sell." They ask the right questions and let the prospect sell themselves.

Action Step:

Practice! Role-play with a teammate and test different sales questions until they feel natural.

The better your questions, the easier your close!

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