

Ivette Mayo
President & CEO of Yo Soy I Am, LLC ®
Motivational Business Speaker
Award Winning Entrepreneur & Author
Your #POWERADVOCATE



Closed – Ended and Open-Ended Questions

Use open-ended questions to determine the broader problem. These types of questions pinpoint areas of opportunity and gain information on the conversational style of the client/coworker. Ask open-ended questions early. Do not wait until you are about to close the call. Open-ended questions typically start with: **What, where, how, why and who.**

Use closed-ended questions to get more specific information about the problem you uncovered through your open questions. Use these questions to determine which solutions will be the best choice to resolve the problem. Use to determine which benefits are more important to the client/coworker. Also, Identify any potential road blocks or objections. You can use closed-ended questions to identify points of urgency or uncover information that will justify the cost. Closed-ended questions usually start with: **Do, would, could, should or can.**

Probing Advantages

Asking probing questions will put the spotlight on the who you are speaking with. Each probe gives you critical information you need to take the focus off of price, challenges and allow you to direct attention to non-price issues. Actively listening shows a general concern for the person you are addressing and helps to build rapport.

Probing Tips

Ask more open-ended questions than closed-ended questions. This will call attention to current/short term issues. Call attention to long term issues by asking open-ended questions about their business goals and needs. Such as their long term competitive advantages, new product releases or acquisitions. Ask questions that call attention to non-price issues and tap into your client/coworker's hope for the future.

Avoid questions like, "how would you like to save money?" or "How would you like to make money?" These questions are obvious and self serving.

“The person asking questions is in control of the conversation.” – Ivette Mayo

Ivette Mayo
President & CEO of Yo Soy I Am, LLC ®
Motivational Business Speaker
Award Winning Entrepreneur & Author
Your #POWERADVOCATE



Take a moment to review the following question examples. Circle the ones in each category that you feel you can use during your next client call, project and/or team meeting.

Open questions

1. Can you tell me more?
2. Why is that important to you?
3. What would happen if you delay in resolving this?
4. What other areas will this effect and how?
5. What kind of information/solution are you looking for?
6. What would you like to know about [topic] and why?
7. When you say [topic], what does that mean to you?
8. What do you mean by [topic]?
9. What additional challenges are you currently experiencing?
10. What examples can you give me?
11. How will this information help you?
12. What will it help you accomplish short and long term?
13. Tell me how this problem arose?
14. How does this factor into your overall objectives?
15. Can you tell me what feel should be the next step?

Closed questions

1. What I hear you say is that [topic] is what you need, correct?
2. What I hear you say is that [topic] is important to you, correct?
3. Can you give me an example?
4. Could you be more specific?
5. Are you looking for [topic] or [topic]?
6. Is there something specific about [topic], you are looking for?
7. Is there any other information that you need?
8. Is there anything else that I can help you with?
9. Does this help you?
10. Do you need more clarification/information?
11. Is that correct/right/ok?
12. Shall we continue?
13. Is this what you are looking for?
14. Does this answer your question?
15. Do you feel this will work for you?
16. Does this satisfy your need?
17. Can I help you?