

## Asking the Right Questions

*“Whether you master the art of asking questions to become a skilled communicator, start conversations, or to connect in a more meaningful way, questions can help you build rapport and strengthen relationships.”*

– Susan C. Young



Asking the right questions will result in receiving the information you are looking for in a more efficient manner. Use your expertise and ask questions to provide your customer with the best solution. Below is a guide of several types of questions that will help improve the overall customer experience while providing you with the answers you are looking for.

### Open-ended questions

- An open-ended question allows your customer to talk in more detail about their wants and needs.
- Start those questions with using the words: what, when and why.
- These questions are used to uncover information, establish rapport and build relationships.
- Example: *“What will you be using this machine for?”* will allow you to use your expertise to provide the best equipment for the customer's need.

### Closed-ended Questions

- A closed-ended question is used when you want to confirm details and is often answered with one word, such as “yes” or “no”.
- Using this type of question will provide you a definitive answer to a very specific question.
- Use this type of question when creating a conversation around the question isn't necessary.
- Example: *Do you want to have this machine delivered?* A simple yes or no answer will provide you with the information needed to move forward.

### Verification Questions

- Verification questions are important to determine a level of commitment from the customer.
- They are sometimes referred to as ‘getting a temperature check’.
- Example: *Do you agree? How does that sound? Will that work for you?*