

Building Results for The Housing Industry

Discovery & Qualifying: The Fine Art of Asking Precise Questions

If you could have one wish at this moment, what would you wish? Think about it. A question like that would make the most stubborn, closed-off, difficult person open up. Like most precise questions, it's irresistible.

A precise question establishes rapport, gives a customer the sense that the sales person cares, and also gives your sales representative direction and purpose.

There are certain facts about your prospects sales people must learn. Yet, they can't ask everything at once. Nor can sales people risk offending prospects by asking too many questions before your homes are actually seen. Therefore, sales representatives must ask well-formed, well-targeted precise questions which are friendly in tone yet are sure to provide much needed information to guide the sales presentation.

Information gained from precise questions breaks down into the following categories:

1. Decision-Making Conditions
2. Financial Ability
3. Timing and Urgency
4. Need-To-Know Conditions
5. Past and Present Status
6. Experience

During this fast-paced ***Discovery & Qualifying*** Workshop sales people are taught how to ask precise questions. As a result of asking well-formed precise questions, working relationships advance, rapport improves, presentations become more productive, sales and profits increase.

Successfully completing the ***Discovery & Qualifying*** Workshop will enable your sales representatives to:

- Maintain a high level of rapport by asking well-formed, targeted precise questions that uncover needs, wants, and what is important.
- Utilize the two different types of discovery and qualifying precise questions: open-ended, and closed-ended.
- Demonstrate precise questions in the areas of decision-making, need-to-know, financial ability, status, timing and urgency, and experience.
- Transition efficiently and effectively between information a sales representative needs-to-know and the home buyer's decision-making conditions.
- Recognize prospect's buying and visit motivation and select the appropriate precise questions that meet specific selling objectives.
- Take control of the selling and buying process through efficient use of the Five-Step Discovery and Qualifying Process.

Good luck and good selling!

Robert E. Hafer & Associates • 972-795-5926