

# Cheat Sheet:

## QUESTIONING

### CLOSE-ENDED

- When specific info is needed
- Gather facts
- Use verbs such as “is, are, and did”

### PREPARATION

- Clarify what you know and don't know
- Helps anticipate objections
- Use to advance your agenda
- Determine the appropriate “ask” and focus on the desired outcome

### CONFIRMING

- Shows you have been listening
- Captures anything else of importance
- Use to restate answers to your questions
- Use as confirmation that you've been understood

### CLARIFYING

- Confirm past answers, not seeking new information
- Understand the problems and uncertainties, assumptions, strategies
- Describe what it takes to get things done and to be on the same page
- Demonstrates resourcefulness

### OPEN-ENDED

- Encourages a client to elaborate and share more
- Kickstarts more meaningful discussions
- Use verbs like “what, how and why”
- Expand by asking “tell me more”

### STRATEGIC

- Often focused on future, what's next?
- Short- and long-term goals
- Define how solution will improve business
- Mission critical

### CURIOSITY

- Demonstrates interest in your client's business
- Use to understand the customer's journey to purchase
- Imagine opportunities and “what if...?”
- Use to develop a vision, use to motivate and inspire, probe for implications

### DIFFICULT

- Tough to ask, but critical to know
- Address potential impact if solution isn't implemented

### ASPIRATIONAL

- Address what prospects wants
- “In a perfect world...”
- “What do you hope will happen...”