

Open-Ended Questions

Open-ended questions are an important tool at the 'Build Value' stage of the 3-Step sales Process.

They help us uncover important and meaningful information about the Card Member's true needs and ensure that they feel heard and valued.

Here are some examples of open-ended questions you can use:

- "What are your expectations/ requirements today?"
- "Oh that sounds like fun! What brings you to (destination?)"
- "How does that work for you now?"
- "What is that you like about this property?"
- "What challenges does this create?"
- "I see that you fly with Delta a lot! What is it that you like about this airline?"
- "What concerns do you have?"
- "I can also book your airfare for this trip. When do you prefer to fly?"
- "What have I not covered that you would like to know more about?"
- "What's the most important feature / priority to you with this?"
- "What other amenities are important to you?"

