

Practice Activity

Craft Probe Questions



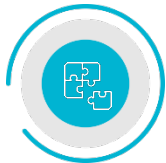
Objective:

To craft effective Probe Questions that dig deeper into initial responses, revealing specific problems and opportunities.

Instructions:



Go through the definition and example of probe questions.



Write a probe question that follows the open-ended question provided for each scenario provided in the template.

Ensure your questions dig deeper into the prospect's initial responses. Alternatively, use one of your own real-life sales situations.

Definition of Probe Questions:

Probe Questions are yes or no questions that dig deeper into specific details following an open-ended question. They help clarify the initial information provided by the prospect and often reveal underlying issues and opportunities.

Example of a Probe Question:

"Is meeting project deadlines difficult for you?"

Scenario 1: Coaching Services

Your prospect mentioned that team communication is a significant issue.

Open Question: How do you currently manage team communication?

Write a Probe Question:

Not more than 300 characters

Scenario 2: Manufacturing Process

Your prospect shared that production delays are causing major setbacks.

Open Question: Can you describe the biggest challenge you're facing in production?

Write a Probe Question:

Not more than 300 characters

Scenario 3: Software Implementation

Your prospect expressed concerns about data integration with new software.

Open Question: What stands in the way of you achieving seamless data integration?

Write a Probe Question:

Not more than 300 characters

When you're ready, return to the e-learning module to continue your learning journey.