



Practice Activity

Craft Probe Questions

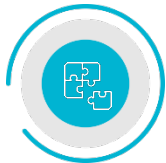
Objective:

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 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:

"Are the 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.