

# Practice Activity

## Craft Open Questions



### Objective:

To craft effective Open Questions that encourage detailed and insightful responses from prospects, guiding sales conversations to align with your products or services and uncovering key information to advance opportunities.

### Instructions:



Go through the definition and example of probe questions.



Complete the open-ended question stems 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 Open Questions:

Open Questions are designed to gather broad, detailed information from your prospects. They often start with "how," "why," "what," or "can you describe," and invite the prospect to share their challenges and insights.

### Example of an Open Question:

"Can you describe the biggest challenge you're facing right now?"

## Scenario 1: Coaching Services

Your prospect is the owner of a small business seeking coaching services to improve team performance.

What is your vision of the solution for

Not more than 300 characters

How do you currently manage

Not more than 300 characters

What do you think it would take to

Not more than 300 characters

## Scenario 2: Manufacturing Process

Your prospect is the operations manager at a manufacturing firm looking to streamline their production process.

What is your #1 priority or challenge in

Not more than 300 characters

Can you describe the biggest challenge you're facing in

Not more than 300 characters

What have you tried so far to address these

Not more than 300 characters

## Scenario 3: Software Implementation

Your prospect is the IT director at a company considering new software to enhance productivity.

What stands in the way of you achieving the

Not more than 300 characters

How do you envision the new software integrating with

Not more than 300 characters

What is causing the most significant challenges in

Not more than 300 characters

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