

Good questions, bad questions



LECTURE
SUMMARY

Covered in this lecture:

Best practices regarding
the questions you ask

Taught by:



- ▶ Bad questions can bias the customer's answers
- ▶ Good questions help you get real feedback
- **Rule 1: Always ask open-ended questions**
 - it gives them the room to give any information they see fit
 - they talk more
- **Rule 2: Don't ask binary questions**
 - these are questions with only 2 possible answers
 - you don't get any useful information this way
- **Rule 3: Don't ask hypothetical questions**
 - people don't really know what they would do in hypothetical situations
 - you won't get a helpful answer

- **Rule 4: Don't ask leading questions**

- these are questions that somehow include the answer
- you will influence their answer and bias it

- **Rule 5: Don't ask questions that might make them lie**

- don't put them in an awkward position
- you will never know if their answer is real

See you next lecture!