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Chapter 4 PPT homework

1. Collaborative
2. Together to co-create
3. Open-end questions: questions designed to let the customer respond freely; the customer is not limited to one or two word answers but is encourage to disclose personal and or business information
4. Closed end questions: questions designed to limit the customers responses to one or two words
5. Dichotomous multiple choice questions: a directive form of questioning; these questions ask the customer to choose from two or more options
6. Penetrate below generalized or superficial information to elicit more articulate and precise details for use in needs discovery and solution identification
7. To gain confirmation
8. Shift or redirect
9. Problem questions: pg86
10. Implication questions: pg 86
11. Need payoff questions: 86
12. Questions probing information gained in assessment
13. Seeking to uncover problems or dissatisfaction
14. Show the negative impact of a problem
15. Designed to activate buyer’s interest in solving
16. Buyer establishes the value of
17. Low levels of cognitive activity and concentration
18. High levels of concentration and cognition
19. A mental picture
20. Integrate relevant
21. Significantly downgraded
22. Unqualified to perform the role
23. Inefficient and ineffective
24. Dismiss the salesperson as incompenent