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'Lead the Pack' Sales Training

Questions Without Answers

Buyers frequently avoid answering questions they don't want to answer by changing the subject, answering a different question or by giving a long wandering and unclear response. Sellers, in turn, often lose focus letting their own minds wander and forget or fail to get the answer they sought. Rogers and Norton's working paper in Harvard Business Review calls this 'conversational blindness'. Albeit that many people clarify their thoughts by verbalizing, good sellers are like good attorneys. They stay focused and find ways to ask the question again, clarifying answers to get to the answer they seek. After all, selling is about helping others make decisions, even if it is deciding the clear answer to a question. This is active listening and active listening requires focus.

**Effective questioning brings insight, which fuels curiosity,
which cultivates wisdom. – Chip Bell**

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