

Extra Open Questions

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More Open Ended Questions

Tell me more about that...

Why? (or Why is that important?)

Anything else?

Can you give me a specific example of what you mean?

Establishing rapport, trust & credibility

How did you get involved in...?

What kind of challenges are you facing?

What's the most important priority for you with this? Why?

What other issues are important to you?

What would you like to see improved?

How will you measure that?

What sort of things have you already tried to resolve this situation?

What is your criteria for success in dealing with this?

Qualifying

What do you see as the next action steps?

What is your timeline for getting everything done?

What other information should we know before moving forward?

What are your thoughts?

Who else is involved in this decision?

What could make this no longer a priority?

What's changed since we last talked?

What concerns do you have?

Do I understand correctly that what you're saying is...?

When you say (insert whatever they said), what do you mean?

Is this a really frustrating situation for you?

Fact Sheet

Extra Open Questions

Information gathering

What prompted you/your company to look into this?

What are your expectations/requirements for our relationship?

What process did you go through to determine your needs?

How do you see this happening?

What is it that you'd like to see accomplished?

With whom have you had success in the past?

With whom have you had difficulties in the past?

Can you help me understand that a little better?

What does that mean?

How does that process work now?

What challenges does that create?

What challenges has that created in the past?

Do you have any concerns about what we've discussed so far?

Are you comfortable for us to move ahead on that basis?

Wrapping Up the Questioning

What question will your [wife/husband/staff] wish I had asked you?

If we get started with the information I have now, what question will we wish I had asked later?