



## **The CONNECTION™**

July 31, 2008

### **Ask Open Questions**

Open questions encourage your customer to give you a longer, more detailed response, without feeling like they're being interrogated. You get more information without having to work so hard to draw it out of your customer.

Begin your open questions with:

- "What...?"
- "Why...?"
- "How...?"

Some examples of open questions that can get you detailed information:

- "What are your plans for this quarter?"
- "How are you going to roll out your new product?"
- "Why is that initiative important to your business?"

Here's another one: What open question can you ask your customer to give you critical information that will move your sale forward?

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