



## **The CONNECTION™**

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### **Do You Know the Difference Between Open- and Closed-ended Questions?**

*(Hint: That question wasn't open-ended.)*

Even though open- and closed-ended questions are part of every sales professional's training, it's surprising how often we ask closed-ended questions without meaning to. Here are some simple rules that will help you distinguish between the two types of questions:

- What, how (except for "how much" or "how many"), and why will result in open questions and more informative answers.
- Starting a question with the word(s) "did you," "can you," "where," "when," and "who" invite shorter, less informative answers.

Closed-ended questions aren't bad when used properly. Just check to make sure you're asking the question you think you are asking.

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