



MARVIN MONTGOMERY'S

## SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



At one time all of us use to "think in questions" because we were curious. Not only did we ask, we would keep on asking until we were satisfied with the response. Now that we are older we have moved to the "telling and talking" mode. No longer do we take the time to qualify the situation before we begin to respond.

By taking this approach we immediately demonstrate to the person we are speaking with that we don't care. It's all about us.

Learning to ask open ended questions first does several important things:

1. Builds trust
2. Helps us get to know our customers
3. Begins relationships
4. Reduces the existing fear of being pressured into something

I challenge you to tape the next couple of your sales or customer service conversations. You will find out very quickly if you have lost the ability to "Think in Questions." If you have, the good news is you can get it back. Just ask!