



Question Guide Worksheet

Use this worksheet to begin developing the questions that will position you as an expert. Think of insightful questions you will use in each of the six different categories to “open” the customer and prepare for the transfer of trust (sale). Well thought out and prepared questions will effectively allow you to gather the information you need to present a stronger closing by tying the customer’s pain/fear/deficit/desire to the relief your product or service can provide.

Having a well thought out Question Guide to study prior to EVERY call is one of the BEST Pre-Call Preparation Strategies you can begin implementing! When you are finished writing your own questions, ask a respected colleague what questions he/she would ask.

Gerry Layo
Sales Coach International
4860 Ketchum Court
Granite Bay, CA 95746
866-979-LAYO(5296)
Gerry@GerryLayo.com
www.GerryLayo.Com

