

Activity Sheet 8-A

Interest:
Question Sequence Using
Open-Ended and Closed-Ended Questions

Complete all of the following “Interest” engagement questions that could be used to stimulate an open flowing dialogue with the prospect/customer. Write out realistic open-ended questions for each:

Step One:

Typical Prospect/Customer Is: _____

Product/Service That You Would Present: _____

Step Two:

Who, _____

_____?

What, _____

_____?

When, _____

_____?

Where, _____

_____?

Why, _____

_____?

How, _____

_____?

Activity Sheet 8-B

Interest:
Question Sequence Using
Open-Ended and Closed-Ended Questions

Complete the following “Attention” getting opener with the “Question Bearing Upon A Need”. Identify a typical prospect/customer that you serve and identify a typical product/service that you are familiar with for the role-lay exercise.

Step One:

Typical Prospect/Customer As: _____

Leading Product/Service To Represent: _____

Some Challenges You Are Facing: _____

Step Two:

Who, _____

_____?

What, _____

_____?

When, _____

_____?

Where, _____

_____?

Why, _____

_____?

How, _____

_____?
