

## How To Get Questions Answered

Sometimes you might ask a vital question regarding the prospect's pain point and he is not answering.

Sometimes you might have an important question that is vital for the success of the sales interaction, but the prospect is giving general or "no-answer-answer".

(a no-answer-answer sounds like an answer but it isn't).

Example:

Sales rep: "So how much do you make per year?"

Prospect with general answer: "A lot"

Or

Prospect with a no-answer-answer: "I make a lot, but I can always make more"

Or

Prospect refusing to answer: "That is private only to be known by me and my employer."

What you can do is one of two things.

Firstly, you can acknowledge the prospect, and ask again, as each time a question is repeated is another chance for the prospect to answer. And the more chance something has to happen, the more likely it is to happen.

Example: "I got you. But how much is that exactly?"

Second option is to repeat the question from a different perspective.

This option works best with pain points.

Like:

Sales rep: "what would you to solve most when it comes to your business?"

Prospect: "It is private, I don't want to talk about it."

Sales rep: "I understand. And that is alright. Out of curiosity, is this issue we are talking about related to family?"

Prospect: "yes, but I really don't want to go into it. It is painful to talk about it."

Sales rep: "I completely get you. Are we talking about one or more individuals?"

Prospect: "just one. He is a cousin of mine working with me."

Sales rep: "Got it, what did he do or didn't do?"

Etc.

Each and every time.

1. Acknowledge the prospect (let him know you understand him)
2. Repeat the question from a new angle

Eventually, the prospect have shared so much of said subject, that he is going to be like "Duck it! I already said so much to this sales rep, I might as well share the whole thing!"

With this trick you will increase your data finding abilities. Use this also if you didn't get a satisfying answer to a question, or need more data.

Good luck!