



This page provides **Manager's Notes for Participant Handout Page 1**. Use as a reference and guide for planning and leading an interactive coaching session or sales meeting. It is meant to be a general guide and not a script. Add your own examples and wording.

Manager's Notes for Participant Handout Page 1		Notes
Effective Questions Are Situational: Brainstorm Activity		
Estimated Time	20 minutes	
Purpose/Objectives	<ol style="list-style-type: none"> 1. State the overall purpose of the session (see comment #1 in Teaching Tips and Suggested Sequence below). 2. Generate a list of effective questions for different sales situations. 	
Teaching Tips and Suggested Sequence	<ol style="list-style-type: none"> 1. Begin this teaching session by saying something like, "The purpose of this segment of the coaching session or sales meeting is to improve our ability to plan and ask high quality questions. You already do this well but we want to use today's meeting to share some practical tips about asking effective questions." 2. Say something like, "You should ask different questions to fit different sales situations. Let's begin with a brainstorm activity to generate a list of effective questions for different sales situations." 3. Divide the sales team into two or more small groups of 2 to 5 people each. Using the three sales situations on page 1 of the participant handout, assign a different sales situation to each group. If you want to add a different situation that is more relevant for your business, use the fill-in-the-blank line for Sales Situation #4 to write down and assign an additional sales situation. 4. Each group takes about 10 minutes to brainstorm a list of questions for the sales situation assigned to that particular group. If possible, have enough flipcharts so that each group can write their list of questions on a flipchart. Otherwise, each group can write their list of questions in the lower half of page 1. 5. When every group has finished the brainstorming activity, a spokesperson from each group should read aloud their list of questions. Use this as an opportunity to praise them for effective questions, and to also re-word some of the questions, if necessary. A common mistake is for a group to write down too many closed-ended questions. You can use this to make a teaching point such as "Try whenever possible to use open-ended questions." Use this as an opportunity to help reword close ended questions, for example: "Instead of asking something like, 'Is technical service important to you?' ask instead 'What do you value the most from a supplier?' Open-ended questions will give you a lot more information to help you win a sale at a customer." 	