

Interviewing For Success

High-Gain Questions - Worksheet

Draft 1-2 high-gain questions that you could have asked in the previous exercise that would have provided you with ALL the information you needed about the customer's buying preferences.

Question 1:

Question 2:

Write three high-gain questions that you could use with your target account. Focus on uncovering the customer's needs, determining the customer's satisfaction with your product or service, or examining any other topic related to the target account.

Question 1:

Question 2:

Question 3:

Record two insights you have gained about the Fundamental Selling Skills.

Insight 1:

Insight 2:

What do these mean for you in your role as a salesperson?

What do you need to do differently?

KEY POINTS

The Fundamental Selling Skills, used effectively, differentiate high performers from moderate performers.
High-gain questions produce high-quality information.