

Ask Engaging Questions

Engaging questions are questions you ask to find out more about your customers' needs in order to supply them with the best solution. Your goal is to learn their needs and desires. Only through asking engaging questions can you determine what your customers want and help them get the products and services they want.

Ask questions about how they plan to use the product or service. Why did they feel it was important? Was it recommended by someone? What experience have they had with this product or service or similar products or services? Try to diagnose and detect what the customer wants before you prescribe the solution they need.

One way to think about engaging questions is to spend time learning the thoughts and desires of others—friends, family, coworkers and customers. Use this knowledge to help them reach their goals and you will be able to polish this skill. (See Building Value below.)

Another type of question that will get your customers talking is open-ended questions instead of “yes” “no” questions. Open-ended questions, as well as engaging questions usually begin with “Who, What Where, When, Why and How” and require more detailed responses from the customers you are asking the question.

Some engaging questions are:

1. Why do you like this product? The answer to this question will reveal their emotional connection to the product. Something you can either enhance or move to a more appropriate product if needed.
2. How do you see yourself using this product? The answer to this question reveals if the product is truly the appropriate product for their needs. Leaving the door open for cross-selling or up-selling.
3. Under what circumstances will you use this product? The answer to this question again shows you if the product is the correct one for their needs. You can use this information to show your expertise of product knowledge and how you can be a reference to them in the future.
4. What are the most important facts and features of this product to you as you understand this product? The answer to this question will help you strengthen your customers knowledge of the product they own—establishing you as the expert.
5. Who will be using this product with you? The answer to this question will help you choose the best product for the customers. If they reveal that they will be using it with a child you will be able to better prescribe the best product for their needs.
6. How often will you be using this product? The answer to this question tells you how durable the product should be. It will determine if a lifetime warranted product is more appropriate or not.

Download, read and use: [EngagingQsWorksheet.pdf](#) and fill it in with questions to ask your customers.

Content taken from The Image Foundry's “Excellence In The Workplace” Customer Service and Employee Training Classes.

<http://www.ifmarketing.com/get-more/>

The Engaging Questions I will Ask—Worksheet

Goal: (write your goal below)

To ask engaging questions of every customer I see, meet, talk to on the phone, etc. Engaging questions usually begin with "Who, What, When, Where, Why and How."

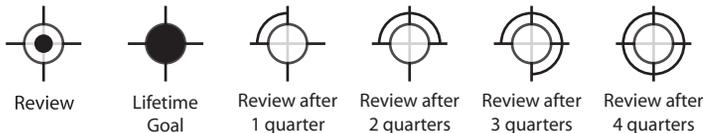
Goal:

Priority: (write priority below)

Use numbers to set the priority for each goal listed at each review. I.e: 1, 2, 3, ...

Time-line: (use time-line icon below)

- To use the time-line icon draw a line between each hash mark to indicate the length of time the goal should need to be obtained. See key below.
- Fill in the circle if it is a lifetime goal.
- Put a large dot in the circle if it is a goal to review on a regular basis. I.e: quarterly or yearly.



Timeline
Icon

Progress:

- Check mark for completed / accomplished goal.
- Circle for goals still in progress at review time.

NOTE:

- Write as many engaging questions as you can. Test variations of ones that are successful. This document is meant to be a living document. Something you use and reuse throughout your career. It's your job to discover your customer's needs then meet them.

The Engaging Questions I will Ask—Worksheet

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.