



# Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants

*Paul Cherry*

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## **Questions That Sell: The Powerful Process for Discovering What Your Customer Really Wants Paul Cherry**

Simply knowing the right questions to ask can make the difference between finalizing a sale or losing it. Most salespeople have extensive knowledge of their products, but many fail to ask the questions that will help them uncover the real needs of their customers. Questions That Sell helps readers use advanced questioning techniques to sell their products based on value to the customer, not on price -- and increase their success rate as a result. The book contains powerful examples, exercises, and hundreds of sample questions, including: \* Vision Questions: Tap into a customers' needs and desires for the future \* Questions to Uncover Problems: Fix something that's not working for the client \* Pay-Off Questions: Get customers to articulate for themselves how much the product or service is worth Questions That Sell is an invaluable resource for connecting with customers, understanding what they need, and closing more sales, faster.



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