



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

*Paul Cherry*

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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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