

The Relevance of Asking Discovery Questions

by Andrew Pearson



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HERE IS an example of A SERIES of discovery questions at work:

Not long ago I remember a great conversation at a training session. The subject?

Selling!

As you know a lot has been written about selling – and much of it on asking questions. Types of, how to, open v closed, problem solving, needs analysis, closing and so on and so forth.

It's all true of course but when you get it right it really works and so it was with the sales conversation I have set out below...it seemed to me to be almost perfect...

It's a conversation between a car salesperson (S) and a girl (C – Clare) who wants to buy a car. Here it is in full – or at least as near as I could get it.

- S. *Clare, what's important to you about any car that you buy?*
- C. *It has got to be fast.*
- S. *What else?*
- C. *It has got to be sporty.*
- S. *What else is important to you?*
- C. *It has got to be reliable.*
- S. *You mean it mustn't break down.*
- C. *Yeah!*
- S. *Does this mean it should be pretty new?*
- C. *No, just reliable.*
- S. *What else is important to you when you are buying a car?*
- C. *It has got to have a spoiler.*
- S. *I was wondering about colour. Do you have a preference?*

- C. *No, I like any colour.*
- S. *Does this mean then you would buy a yellow car?*
- C. *No, I wouldn't.*
- S. *What sort of colour do you really like in a car that you buy?*
- C. *Metallic colours, like blue, green, these sorts of things.*
- S. *Is there anything else that is important to you?*
- C. *I want it to make me look good.*
- S. *What is it that makes you look good?*
- C. *I want it to make me stand out.*
- S. *So, Clare, you want to look good in a sporty car that is reliable and does not let you down.*
- C. *That's about right.*
- S. *If we could find you a car that does all that for you, would you be interested?!!!!!!!*



What would you have done?

Well Clare might have gone on to buy the car of her choice, but the salesperson discovered what's most important for Clare in her choice of a car. You now know what's important and what her priorities are.

Try taking this approach next time you are having a conversation. Discovery questions can be very powerful. You might want to let us know how they help.

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Best wishes



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