



blueprint

POWER

High value questions for quality conversations

The success and the impact of a conversation with a customer depends very much on your ability to ask the right questions. Using POWER questions is a great tool to start a quality and engaging conversation. Although useful in any conversation, they are particularly helpful in a cold-call situation, and/or when buyers are reluctant to even talk to you.

POWER questions are those which will challenge the other, provoke a quality answer, lift the conversation to a higher 3WIN level and prevent tactical objections.

Excellent POWER questions:

PERPLEX THE CUSTOMER

Your POWER question should be challenging, surprising and require thinking from your customer. The longer the thinking about the answer, the higher the quality.

“Which 2 strategies will you follow to outperform your main competitors next year”

OVERCOME OBJECTIONS

Especially in cold calling situations, buyers use objections and simple excuses to not having to talk to you, such as “I don’t have the time” or “we are happy with what we have today”. Here it is important to start on a positive foot and to prevent a yes/no situation. Acknowledge the feeling and lead the dance from there.

“Yes, and having such a wide offer and being limited in time, I can imagine it should take more than one reason to consider another proposition. What could be your 3 main reasons to possibly consider another supplier?”



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W IN WITH YOUR CUSTOMER

Buyers are interested in propositions delivering a WIN for them and for their customer (shopper or enduser). Do not mention your objective in your POWER question, but demonstrate with the question that you care for them, their business, category and for their customer.

“For which 3 main reasons are customers coming back to you” or

“which 2 things are you and your customers most satisfied about”

E STABLISH NEEDS

Customer conversations are most of the time targeted at establishing customer needs. POWER questions add an additional dimension to that purpose, namely directing the conversation to the need we can most clearly satisfy. At the same time we can exclude those needs we cannot satisfy at all.

“Apart from price, which 2 other initiatives will you take in the coming half year to differentiate yourselves versus your competitor and what role plays packaging in that differentiation?”

R AISE THE LEVEL

of the conversation by asking more strategical questions. So instead of asking: “what do you do to make your shoppers buy more often” one could ask “frequency and weight of purchase are 2 main drivers of sales revenues and margins. If you could change 3 things over the next 2 years to drive frequency, what would they be?”

Asking POWER questions can indeed be very POWERFUL. But it requires thorough preparation. Consider your selling **objective**, the customer’s **needs** or issues, **knowledge** level, your **ACES** (which features of your proposition do most clearly satisfy the needs), potential **objections** and your **relation** with the customer. And always have 2 or 3 POWER questions in your back pocket.

Learn even more by reading:

[Power Questions - Build Relationships, Win New Business and Influence Others](#)