



For presenters. In order to be an effective presenter you need to learn to be in the moment with your audience. In order to do that you need to focus on these four questions:

1. Who's the audience? Who will you be speaking to? (Try to think like your audience.)
2. What concerns or needs do they have?
3. What are/could be their objections to what you have to say/offer? (Address these head-on and you can turn adversaries into advocates.)
4. How can *you*, or *what you are offering*, add value to your audience? Remember it is all about them not you! Keep asking "Why would that matter?" to get to the heart of your message.

For calling: When would be a good time for me to call back?

Book: *The Shallows: What the Internet Is Doing To Our Brains*, Nicholas Carr (2011, Paperback and Kindle). Read how the internet is ruining communications and clear thinking.

First questions: What do you need? How can I/we help you?

Second questions: Then ask questions that build rapport and ease the conversation.

Avoid "closed-end questions" (which only elicit yes/no answers); rather ask "open-end questions."

It's detective work, asking the right questions, getting to what the prospective client needs ... and what they believe they need.

Phrases, some work better than others. "What if..." for example. Don't use questions that have a feel of "grilling the client"; help the client shift their thinking, rather than forcing them.

Trust is crucial: Questions that simply draw out the person, that get them talking. Helps create trust as well as "gathering good intel."

What experiences have you had with dealing with "this problem"? When you right off address the "White Elephant" in the room, that can help build trust. But you do need to figure out what the "White Elephant" is! Listening for the questions they're afraid to ask, or that they don't even know to ask. So you need to find the questions that are key in your own industry, that specifically relate to your services/products!

Resources, further reading: *Smart Questions: The Essential Strategy for Successful Managers*, Dorothy Leeds (2000, Paperback). *Secrets of Question-Based Selling: How the Most Powerful Tool in Business Can Double Your Sales Results*, Thomas Freese (2013, Paperback and Kindle).