



OPEN-Question Selling: Unlock Your Customer's Needs to Close the Sale... by Knowing What to Ask and When to Ask It

Jeff Gee

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Build stronger relationships with customers through the OPEN Questioning technique

By asking four types of questions-Operational, Problem, Effect, and Nail Down-you can address customer needs, find connections, and build the kind of relationships that enable you to close more sales.

This hands-on guide shows how to use OPEN Question Selling throughout the sales process, from getting in the door to handling objections to making the close. With more than 100 sample questions and end-of-chapter exercises, you'll soon be on your way to building winning customer relationships.

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