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QUESTION: 1

Why is it harder to keep a conversation going with a customer using closed-ended questions?

- A. The sales person must carry the burden of the conversation after receiving short answers.
- B. Customers tend not to openly discuss their perspectives with salespeople they do not know.
- C. Customers know what they want and do not want.
- D. Conversations need to be fluid.

Answer: A

QUESTION: 2

Which question is closed-ended?

- A. Tell me more.
- B. What do you mean?
- C. Why is that?
- D. Do you sign the check or is there someone else we need to visit?

Answer: D

QUESTION: 3

Your customer says "I have 3 priorities right now all around storage." Based on this customer statement, what is an example of "leading the witness?"

- A. Tell me about your storage priorities.
- B. What has caused storage to be the priority?
- C. Say more about these storage priorities.
- D. Tell me about your priorities around networking.

Answer: D

Reference:

<http://www.trialtheater.com/wordpress/trial-skills/direct-examination/leading-witnesses-during-direct-examination/> (method of answering this question: deduction)

QUESTION: 4

Your customer says “We must change quickly.” What are the three points-of-view in this sentence that you should layer?

- A. urgency, scope, and timeline
- B. must, scope, and timeline
- C. must, change, and quickly
- D. priorities, why, and when

Answer: A

QUESTION: 5

Your customer says “My team is frustrated with the implementation.” What are the three points-of-view in this sentence that you should layer?

- A. team, feelings, and scope
- B. people, frustration, and workload
- C. team, emotions, and scope
- D. team, frustration, and implementation

Answer: B

QUESTION: 6

What are layering questions designed to do?

- A. Learn more about what customers mean by what they say.
- B. Understand a fact or individual bit of data.
- C. Shorten conversations.
- D. Point to a specific date for the customer’s implementation.

Answer: A

Reference:

<http://digit.salesdog.com/2009/04/how-to-use-layering-questions.html>



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