

Closed-to-Open Question Examples

Closed Question	Improved Open Question
"Do you need anything else?"	"What else would help you feel confident moving forward?"
"Do you have a budget?"	"How do you normally plan for investments like this?"
"Have you made a decision yet?"	"Where are you in your decision-making process?"
"Is that something you're interested in?"	"What part of that would be most useful to you?"
"Would you like me to send you a quote?"	"What would you need to see in a proposal to feel confident moving forward?"
"Did you understand everything we covered?"	"What questions do you still have that I can clear up?"
"Are you the decision-maker?"	"Who else should be involved in this decision?"
"Is this a good time to talk?"	"When's the best time for us to catch up with your full attention?"



Key Takeaway:

- ✗ Closed questions get you CONFIRMATION - "yes" or "no."
- ✓ Open questions get you INFORMATION - *insight, trust, and opportunities.*