

Closed to Open Questions: Upgrade Your Sales Conversations

Mini Exercise

Sales conversations live or die by the quality of your questions.

Closed questions (yes/no) can shut things down. Open questions invite insight and build trust.

Let's practise turning flat, closed questions into powerful, open ones that get your buyer talking.

Improve These Questions

1. Are you happy with your current supplier?

3. Is price important to you?

Create Your Own

Closed version:

Improved open version:

Tips for Better Questions

- Start with **what** or **how**
- Avoid questions that can be answered with "yes" or "no"
- Stay curious, not leading

Try This:

Pick one improved question and use it in your next sales conversation.
Note what response it unlocks - and how it changes the flow.