



# DISCOVERY

## The Art of Questioning

### DESCRIPTION

This highly experiential ('learn by doing') session provides participants with the opportunity to focus on the investigative skills and behaviour used by successful business people around the world by working in groups and as individuals on specifically developed case studies.

### COURSE DURATION

2 days

### OUTCOMES

- Use a non-rigid, tried and tested questioning model used by highly persuasive business people around the world to uncover, recognise and develop the needs of clients and prospects
- Reduce the sales cycle by increasing urgency
- Understand what are effective (versus ineffective) questions
- Better recognise and uncover prospect priorities and needs
- Have more confidence especially with senior and 'challenging' clients
- Understand others better through active and empathic listening
- Ask questions that build credibility and rapport with senior people
- DISCOVER how to uncover essential client needs

### KEY AREAS

- Stages to client-centred interviewing
- 5 levels of listening
- 'Chunking' information
- The SOCIT questioning model
- Objective setting
- Ethical persuasion and compliance principles

### METHOD

Instructor led, course discussion, video, case study team planning and individual feedback

