

Your guide to open-ended WH-Questions

How to deal with rejections and get comprehensive answers

Mastering the art of asking open-ended questions, particularly WH-questions, is essential in telemarketing and relationship building. How, Who, What, Where, When, and Why questions pave the way for deeper dialogue and more meaningful conversations.

Exhaustive answers

To elicit comprehensive answers, ask questions that can't be answered with a simple "yes" or "no". WH-questions are particularly effective in this regard. For example, ask "How can our product help you achieve your goals?" instead of "Can our product help you achieve your goals?"

Tips for using WH-Questions:

"How" questions are great for exploring processes, attitudes, and feelings.
For example: "How does a typical day look like for you?"

"Who" questions can uncover key individuals in a decision-making process.
For example: "Who will be involved in implementing this product in your team?"

"What" questions are good for obtaining concrete details and facts.
For example: "What are your main challenges at the moment?"

"Where" questions can reveal geographical or organizational details.
For example: "Where in the organization will our product be used?"

"When" questions are useful for uncovering timing aspects
For example: "When is the best time for you to review our product?"

"Why" questions are effective for exploring deeper motivations and reasons
For example: "Why is solving this problem important to you?"

Handling rejections

Rejections are an inevitable part of the telemarketing process. When you encounter a rejection, it's crucial to stay calm, professional, and patient. Instead of taking it personally, redirect the conversation with an open-ended question.

For example, "I understand you're busy now. When would be a better time to talk?"

Remember to actively listen and show respect during these interactions. Employing "Yes, and" instead of "Yes, but" is a key strategy in this context. While "Yes, but" can inadvertently suggest that the other person's point is wrong or irrelevant, "Yes, and" is more inclusive, acknowledging and building upon what was said. This approach not only avoids dismissiveness but also fosters a more constructive and respectful dialogue.

Here are some specific examples of phrases/questions you can use:

"I understand your hesitation."

Use this phrase to show empathy and understanding. Then you can follow up with a question like: "Could you tell me more about what makes you uncertain?"

"It sounds like you've had a busy day"

This helps acknowledge their situation and creates a connection. You can follow up with: "When would be a better time for you?"

"I can hear that this is not the right time"

Be respectful of their time. Ask: 'When would you be available to discuss this further?'

"It sounds like you already have a solution in place."

This shows that you are listening and understand their situation. Follow up with: 'What do you particularly like about your current solution?'

"I hear that you're not interested right now."

Respect their choice. Ask: "May I follow up at a later time if changes occur in your situation?"