

# Sales Conversations: Two Ways to Strengthen Questions

## Video Script



Get two ways to improve the quality and richness of client answers in your sales conversations. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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My mother-in-law, Irene, used to smile when she'd see me and ask, with great enthusiasm, "How've you been? How's business?" And, maybe obviously, because she was my mother-in-law, and because I knew she was both interested and concerned, I would answer, "I've been well thanks, and business is great."

### Don't worry out loud, right?

Keep it light and general.

Well, we're sales people and bankers, and, if we ask that same question, "How's your business been?" we'll get the same general answers. Good as far as they go, and not particularly helpful.

### Two ways to improve the quality and richness of client answers.

First, be specific.

Asking a question like, "How's your business been?" gets us a different outcome than if we ask a question like, "How do you expect your sales volume to change?" Or, "How would you describe your sales trends?"

Now, I wouldn't REALLY expect my mother-in-law to have asked such specific questions, the idea for her was light and general. But for us, we really need more. So be specific.

### Second, use time boundaries.

"How have your sales changed in the last two years?" is going to get a different answer than "How have your sales been?" Or, "How do you see your business evolving over the next six months?" Or "What sorts of issues may come up as your business evolves over the next two years?"

### So ask about something specific. Put a time boundary around it.