

Exercise: Open questions close more business

POINTS TO DISCUSS:

Break up into groups of three. Each person will get a turn at each role. Practice incorporating open questions into your business.

Role 1

- Ask only open-ended questions.
- Learn about hobbies, family and interests.

Role 2

- Answer questions but don't ramble.

Role 3

- **Identify all** closed-ended questions.
- What words would your customers use to describe your personal brand?
- How could you create a more powerful personal brand?