

## Two Questions to Ask Every Client

**What would happen if every client increased their willingness to do business if all you had to do was ask two simple questions?**

Try this the next time you finish up a conversation with a client. After you are through telling them about your protocols and when you are done establishing expectations, ask them this, “Are you okay with that John?” This is a simple and soft trial close that will usually elicit an affirmative response. That means that they have verbally agreed to comply with you. Just this simple act of them giving you a verbal agreement gives you an increased likelihood of them complying with what you request. And that means everything when it comes to closing the deal.



Here’s the catch. Whatever you do has to be in their best interest. This is not manipulation. It is legitimate influence. People will do what is in their own best interest anyway and if you try this type of technique with something that isn’t a benefit to them, then it will backfire on you and you will come across as selfish and manipulative. But if the client is interested in your opportunity, tell them what they can expect from you, what is expected from them, your protocols or procedures and ask them that trial closing question.

The second question is appropriate after it’s been a few days since you’ve talked and this type of phrasing is appropriate when you want to make sure that the client is still onboard. “Has anything changed since we talked last?” This question gives them permission to tell you that they received another call from another prospective salesman or that a last minute situation magically appeared. It will save you countless hours. But it only works if you have developed the type of open and honest relationship with the client from the beginning. They’ll never tell you what you need to hear if they don’t trust you.

Remember that a successful career is a series of successful relationships and by building appropriate and honest relationships, asking these two questions will give you more influence with your clients.