

## Probing Skills

### *Modular Learning*

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### Program Description

**Are you so busy selling that you forget to listen? Missing opportunities?** This module focuses on advanced active listening and effective probing skills, use of the Socratic method and divergent fact-finding.

Probing skills is designed to enhance relationships with existing clients and build new sales through asking the right questions and uncovering opportunities.

Interactive exercises will put flexible, real-time needs assessment skills to work, with peer and instructor critique.

### You'll benefit by learning:

- How to ensure you understand what the customer needs through effective listening skills
- Additional emphasis and use of high-gain questions
- The art of questioning: Uncovering customer needs through open and closed probes, prioritizing and confirming areas of interest
- Divergent fact-finding
- The Socratic method in moving inquiries forward
- Convergent synthesis of solutions for clients
- Identify cues, reference points and key client information for discussion later or follow up
- Identify cues and references in to a client's bigger picture agenda
- To generate a list of strategic, probing questions designed to help a client get a better picture of their priorities and interests
- To generate a list of high gain questions to fully understand a clients' objectives

**Maximum participants: 8**

**Program length: 1 day**