

THE POWER OF QUESTIONS

By Charles M. Marcus: www.cmarcus.co: Copyright 2005.

One of the most important and powerful ways that you can stand out in the arena of life is by asking powerful questions. Sounds simple and makes sense doesn't it? But from my experience, especially in the business world, it doesn't happen very often. People are so pre-occupied with talking about themselves, their company, their products and services, their agenda, the features, the benefits, showing off the fancy brochure, and are way too focused on their view of the goal.

Now I am not saying some of these things are not important, they certainly are, but trust me on this one, if you want to differentiate yourself from your competition, stand out from the crowd, be looked upon as a total professional, be it in sales, service, etc. do yourself a favor, and start asking your prospect, customers and clients powerful questions. This serves two purposes. Firstly, you will be surprised about the information you will gather that will help you with your goal. Secondly, it brings the other person into the conversation and makes them feel that it is also about their goal.

Your prospect, client or customer doesn't care about what is important to you, and I assume that this does not come as a shock to some of you. What they actually care about is what is important to them! They want to know that you are truly interested in them, that you care about what they care about, that you have their best interests at heart, and, that you are not just out to make the sale or close the deal, or achieve your goals.

By asking thought provoking, intelligent open-ended questions, you will find out a lot about the people you want to do business with. In my experience the right questions will help you identify very quickly people's challenges, needs, problems, and even the objections that may stop you from doing business with them. Once you have identified their concerns and problems, then, and only then, have you earned the right to start talking about what solutions you can offer them. And, you will be speaking the right language for them to hear about your solutions!

Powerful questions builds credibility, credibility builds trust, and trust earns you loyal happy clients and customers who want to do business with you, and most importantly, who become advocates of yours and who want to recommend your products and services to there friends, colleagues and family.

The quality of your questions will determine the quality of the answers you will receive. Before you make any presentations or have any more client meetings either in person or on the telephone, do your homework on the

person or company you want to do business with, and identify the questions you need to ask to engage them and to gather valuable information. Be Bold. Be Imaginative. Be Thought Provoking. Your reward will be their trust, respect, admiration and their business!!!!!!! The right questions will position you as an expert in your field, make you stand out from the crowd, and will make you memorable to them. And being memorable to the people you want to do business with is good, very good indeed.

A FEW POWERFUL QUESTIONS FOR YOU

What are you going to do differently in 2005 after reading the two above articles to make this your best year ever?

What courageous questions are you going to ask the people you want to do business with, or get to know?

What price are you willing to pay and what sacrifices are you prepared to make to be extra ordinary this year and to stand out from the crowd?

Make no mistake about it, there are sacrifices to be made and a price to be paid, but for those of you who want to be the best you can be, who are willing to take risks, face rejection, be bold, courageous, get out of your comfort zone, for those of you who have a strong work ethic and who focus on service instead of selling, who will do what most other people are not prepared to do, who have the drive, vision, courage, fortitude and discipline to be consistent and committed in everything you do, you will have a fantastic year.....The standards are high my friends, but the rewards are great.

Talk less, listen more, ask interesting powerful questions, be a person who gives great value and impeccable service and watch your business and your friendships grow by leaps and bounds.

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