

# Mastering Inside Sales

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Session 18: Emotional vs  
Logical Questioning

## Your Coach(es)

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to [fasttrack@kw.com](mailto:fasttrack@kw.com) or (512) 439-8684.

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1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:  
[mapscoaching.com](http://mapscoaching.com)
2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

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## Objectives

1. Quick review of open versus closed questions
2. Difference between emotional and logical questioning
3. Bringing it all together!

### I. Review

Open and Closed (Refer to session 1 for full list of example questions!)

**1. Open** - \_\_\_\_\_ in answer.

- a. \_\_\_\_\_: used to start the conversation
- b. \_\_\_\_\_: use \_\_\_\_\_ to dig deep and understand

**2. Closed – Short, one-word answers**

- a. Used to check for \_\_\_\_\_.
- b. Used to gain \_\_\_\_\_.

### II. Emotion vs Logic

**1. Emotion**

- a. Motivation – focused (what's the \_\_\_\_\_?)
- b. \_\_\_\_\_ on average.
- c. Key words: Impact, \_\_\_\_\_, meaning.

**2. \_\_\_\_\_**

- a. Pre-qualification – focused (\_\_\_\_\_)

- b. Where most \_\_\_\_\_ occur
- c. Key words: Timeframe, \_\_\_\_\_, decision makers.

### 3. Which one is it? (E for “emotional” or L for “logic”)

- a. \_\_\_\_\_ What type of home are you looking for?
- b. \_\_\_\_\_ What happens if you don't move?
- c. \_\_\_\_\_ What impact will this have on your family?
- d. \_\_\_\_\_ Describe for me your ideal home.
- e. \_\_\_\_\_ Tell me what's important to you about your next home.

The follow-up question will determine:

- \_\_\_\_\_ What is the reason that is important to you?
  - \_\_\_\_\_ What will that do for you?
  - \_\_\_\_\_ Describe for me the layout.
- f. \_\_\_\_\_ What is your ideal timeframe?
- g. \_\_\_\_\_ Describe for me the importance of this decision.
- h. \_\_\_\_\_ Moving is so much work! What made you start thinking about it?

## Most Important Thing to Remember

Listen to their \_\_\_\_\_ and then \_\_\_\_\_ and  
 \_\_\_\_\_ to help them get what they want!



## Preparation for Next Week

### 1 MY AHA'S

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### 2 ASSIGNMENTS

1. Record a call or roleplay (follow your state law for recording)
2. Listen and write down all questions you hear yourself asking
3. Label each open or closed
4. Label each emotional or logical

**Recordings from class available for 60 days after today, our last session**