Session 18

Mastering Inside Sales

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 <u>fasttrack@kw.com</u> or (512) 439-8684.

Guidelines:

- 1. Join MAPS on Facebook to stay up to date on all MAPS events and programs: 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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- evaluation of a Market Center's financial results;
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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. _____ 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

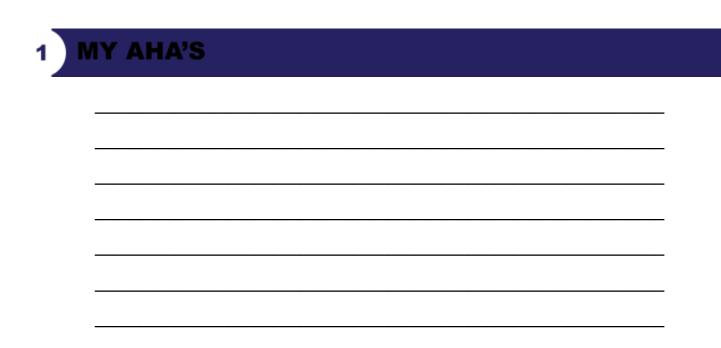
Listen to their _____ and then _____ and ____ and _____ and _____ and



Notes:



Preparation for Next Week



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



