



DISCOVERY

The Art of Questioning (inc HBDI)

DESCRIPTION

In this course, participants learn how to use different questioning techniques and models to effectively uncover, understand and develop stakeholder needs.

The concepts covered act as the foundation to excellence in solution selling, consulting and customer service.

The Herrmann Brain Dominance Instrument (HBDI™) profiling tool provides insights into individual thinking and communication preferences. Participants use this knowledge to understand areas of current strengths and weakness.

They learn where to focus their efforts in developing skills that will maximise their effectiveness in stakeholder communication and position them as more of a 'trusted advisor'.

OUTCOMES

- Use a non-rigid, tried and tested questioning model used by highly persuasive business people around the world to uncover, recognise and develop the needs of clients, prospects and other stakeholders
- Reduce the sales cycle by increasing urgency
- Understand what are effective (versus ineffective) questions
- Have more confidence especially with senior and 'challenging' clients
- Understand others better through active and empathic listening
- Build credibility and rapport, especially with senior people
- Understand others' priorities
- Recognise additional selling opportunities

KEY AREAS

- The Buyer Cycle
- HBDI™ and debrief
- Whole Brain Questioning
- Meeting structures
- Establishing credibility
- The SOCIT Questioning Model
- Active/empathic listening skills

METHOD

Instructor led, course discussion, video, case study, team planning and individual feedback.

COURSE DURATION

2 days

