

Types of Questions Job Aid

Illustration Questions

These questions encourage the speaker (prospect or customer) to paint a picture or fill in the blanks. You ask someone to share or describe his or her view of the world.

- “Can you share your thoughts with me?”
- “Can you describe what this project would look like if everything went perfectly?”

Clarification Questions

Similar to Illustration Questions, except you’re asking the speaker (prospect or customer) for his or her definition of a word, term or idea.

- “You just said that quality was very important to you. What, exactly, does quality mean to you?”
- “You said the repair won’t take much time. How much time do you need to get the job done?”

Consequence Questions

These questions focus on the cost of not working with you or doing what you recommend. A Consequence Question builds on a discussion that has already established the need for change and to achieve different results.

- “Are you willing to give up \$300 million in potential productivity losses to avoid an investment of \$10 million?”
- If this issue persists what other issues might it cause?