

5 Powerful Sales Coaching Questions

COACHES VS. MENTORS: COACHES ASK POWERFUL QUESTIONS

In order to captivate your team's full potential:

- Focus on identifying the root of the issue – get curious.
- Help people solve their own problems – coach them through solutions.
- Prompt thought and consideration – talk less, ask more.

01

Key Takeaways

- Powerful questions are fundamental to great coaching and evoke clarity, action, insight and communication.
- Powerful questions are open-ended to discover possibilities rather than eliciting a “yes” or “no” response.
- If your question is met with pause or silence, you have likely enabled critical thinking with a powerful question.

02

Feedback & Tips

- Powerful questions are about the person you are coaching, not the situation.
- Acknowledge the reality of the situation or challenge the person has in front of them.
- Ask “how” or “what” questions but avoid “why” questions that tend to put people on defense.
- Avoid asking several questions at one time.
- The best questions are 5 to 7 words in length – clear, concise and to the point.
- Keep questions in the present – don't jump to the future.
- Don't try to solve the problem but ask powerful questions that help them form their own conclusions.
- Assumptions are the worst enemy.
- If you need to ask a close-ended question, follow it up with “Tell me more...”
- Don't ask about what they would do but rather about what the impact or end result could be.
- Leave questions open ended, think about gathering responses that provide additional detail rather than a “yes” or “no” answer.

03

Example Questions

- 1 Discover**
What happened or what did you notice?
What assumptions about this situation might you be making here?
- 2 Interpret**
Can you share more about why you think this might have happened?
What is standing in your way of achieving this - goal/new business/etc?
- 3 Parallel**
When does this happen at other times - personally or professionally?
What actions or skills can I help with to work on improving this part of your performance?
- 4 Integrate**
Have you had a situation like this before? If so, what have you learned from this experience previously?
- 5 Transform**
How can you use it? What will you do differently next time?
What is the outcome you'd like to achieve for this?
Interesting...can you tell me more about X?