



**Questions Are The Answer:
Interview Clients First,
Sell Second.®**

Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks

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Preparation Is Essential

- Gets clients to think
- Builds significant relationships
- Builds credibility
- Unearths significant information
- Creates insights and understanding
- Identifies client expectations



Criteria for Good Questions



- **Open-Ended**
Encourages deeper responses beyond yes/no, fostering meaningful conversation
- **Customer-Centric**
Focuses on the prospect's needs, challenges and goals, not your pitch
- **Insight-Driven**
Uncovers valuable information to tailor solutions and add strategic value
- **Emotionally Engaging**
Connects on a personal level, building trust and rapport
- **Action-Oriented**
Leads to next steps, deeper discussion or a clear business opportunity

Question Types



- **Closed-ended questions**

- Yes/no answers
- Stifles relationship

Examples:

- “Do you have a budget?”
- “Have you ever had a success with P.P. in the past?”

- **Open-ended questions**

- Gets clients to talk

Examples:

- “Tell me about your budget.”
- “Tell me about the successes you’ve had in the past.”

Additional Good Selling Questions

- **Research**
- **Anticipate**
- **Make questions open-ended and relevant**



Questions

- “What are the biggest challenges you face when it comes to brand visibility and customer engagement?”
- “What do you want your customers or employees to feel when they receive a branded item from you?”
- “What would make working with a promotional products partner a truly great experience for you?”

Benefits

- Uncovers pain points, positions you as a problem solver, builds trust.
- Shifts focus to emotional impact, strengthens branding strategy, deepens engagement.
- Clarifies expectations, personalizes approach, fosters long-term business relationships effectively.

Selling Your Value

Develop two or three "points of differentiation"

"Your brand deserves more than just products – it deserves a strategic, results-driven approach. By leveraging innovative tools and proven systems, we help you stand out from the competition, amplify your message and maximize the return on your marketing investment. Our award-winning creativity is dedicated to your success, ensuring every campaign delivers real impact. Here's an example..."

...but more importantly, say how that translates into value for the client. Don't make the mistake of touting how great you are without showing the client what that means for them.

The Process in Motion



- Create a scenario: first call, new prospect.
- Create potential objectives for yourself.
- Have answers for FAQs formulated.
- Brainstorm a set of questions.
- Review and edit your list.
- Prioritize.
- Rehearse and practice.
- Prepare prior to going on appointment.
- Modify as needed.

Follow Jesse Itzler's "Rule of 100"

Additional Key Questions



- What is your anniversary date with the company?
- Generally, what is the determining factor when placing an order? Price, quality, service, creativity?
- If a creative idea was brought before you, would you and your staff be willing to sign a non-disclosure and/or a non-compete?
- Explain how you currently measure the success of a promotional campaign.

Personal Example

DIGEX

By asking the right questions, you open unlimited possibilities – but you must be attentive, listen and ask the right questions.

Each question opens doors of opportunity,
* Key Point...**listen intently**, speak less!

Summary

- Prepare, anticipate and practice questions and possible objections.
- When talking about YOU, sell the value-set for your client.
- Know when to talk and when to listen.
- Remember the criteria for good questions.
- Good questions open unlimited possibilities.
- Believe in yourself.
- Follow the "Rule of 100."



For a more comprehensive list:

<https://www.quicksellspeaks.com/resource-documents.htm>

Final Thoughts, Action Steps & Q&A

- Embrace the key points.
- Preparation is critical.
- Don't be afraid to go deep.
- Follow the "Rule of 100."
- Reach out after the show with any questions.

What questions can I answer?





**Share your feedback
on the session with us!**



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