



## PREFERRED POWER SELLING – 10 NON-THREATENING QUESTIONS

“Conversation about the weather is the last refuge of the unimaginative!”

– Oscar Wilde

It is important to have at least 10 questions that are non-threatening to which you can turn when meeting new people. This can get the conversation going, and lead to bonding with people. Everyone should and probably does have a few, but here are 10 that will work in a pinch (notice we do include the weather, but to Wilde’s point, it is the last question on the sheet). You should commit these to memory, and vary them as people enter your store. Some are more statements than questions, but all are designed to elicit a response.

1. You look like a man on a mission!
2. What have you been up to today? (Listen – really listen to the response!)
3. Welcome to the store! I am \_\_\_\_\_ and you are?
4. Settle an argument for us! Who has the best \_\_\_\_\_ in town?
5. Could you help me for a minute? (This really throws people off! They are used to being asked if we may help them! Get them to tell you how a display looks, if something is level, which case an item should go in.....)
6. If with a Child – “Oh you must have heard about our baby trade in!”
7. If with a Child – “looks like you have a good helper today!”
8. Would you like a fresh cookie (something to drink, candy, pin – whatever you have to give them that they might like.)
9. Would you like a larger bag to hold your other purchases? By the way – where have you been shopping?
10. Just wanted to let you know that today is free try on day!

And the Bonus Question!!!

11. What is the weather like outside?

In the space below, take some time and come up with your own non-threatening questions to use to put your client at ease and start a conversation

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