Stupid Questions: A smart selling strategy

The pitfalls of experience
- Too much knowledge can get in the way of successful selling
- Experienced sellers sometimes skip “obvious” questions
- They assume they already know their customer and have all the answers

Think like a newbie
- Less experienced sellers ask more questions – because they know less
- These “stupid” questions may lead to surprising answers
- Assume nothing – ask questions even when you think you already know the answer

Stupid questions that are smart to ask
- It’s safe to ask buyers to educate you about their unique situation
- They don’t expect you to be an expert on their needs
- Examples: “What exactly do you do? How exactly do you do it?”
- The smartest “stupid” question: “Why do you do it that way?”

Questions you shouldn’t ask
- Don’t ask buyers to educate you on industry jargon or product basics – this can undermine your credibility
- If you don’t know, don’t ask – just make a note to yourself to find out later