1. Why is it harder to keep a conversation going with a customer using closed-ended questions?
A. The sales person must carry the burden of the conversation after receiving short answers.
B. Customers tend not to openly discuss their perspectives with salespeople they do not know.
C. Customers know what they want and do not want.
D. Conversations need to be fluid.
Answer: A

2. Which question is closed-ended?
A. Tell me more.
B. What do you mean?
C. Why is that?
D. Do you sign the check or is there someone else we need to visit?
Answer: D

3. Your customer says I have 3 priorities right now all around storage. Based on this customer statement, what is an example of “leading the witness”?
A. Tell me about your storage priorities.
B. What has caused storage to be the priority?
C. Say more about these storage priorities.
D. Tell me about your priorities around networking.
Answer: D