

# Legal & Training Disclaimer

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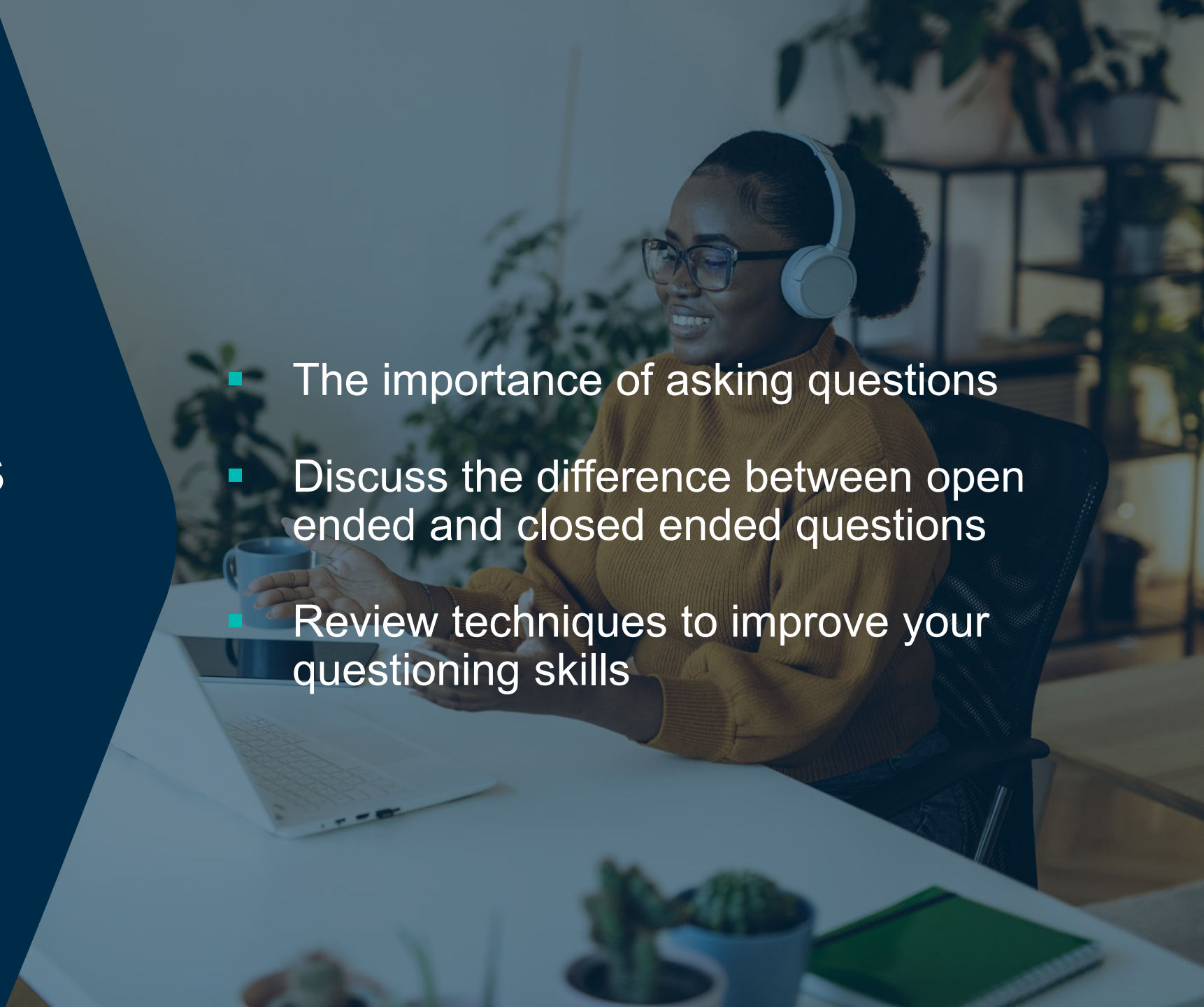
# The Power of Inquiry

Developing Your Questioning Skills



# Learning Goals

- The importance of asking questions
- Discuss the difference between open ended and closed ended questions
- Review techniques to improve your questioning skills





# **Importance of Asking Questions**

# Establish Context to Plan Questions

**WHO?**

Who will be present?

**WHAT?**

What is important to them?

**WHEN?**

When is the call taking place?

**WHERE?**

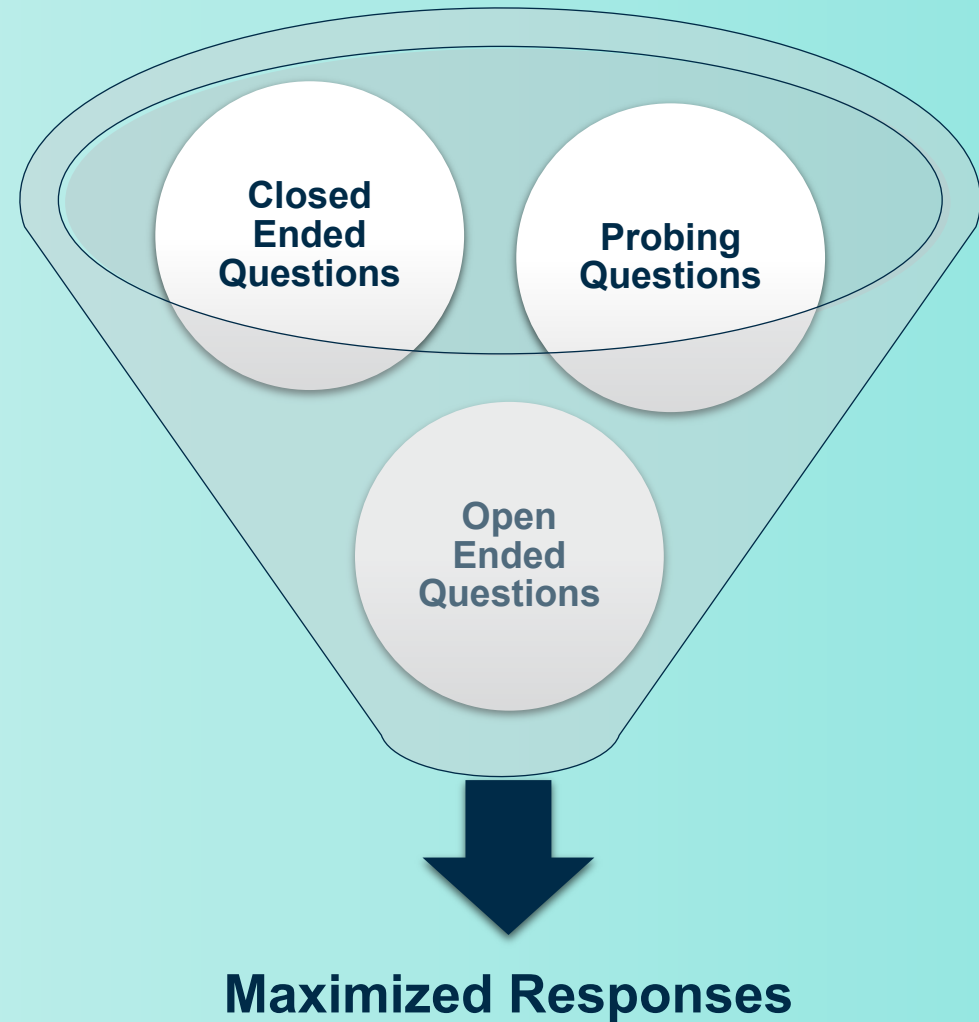
Where is the call taking place?

**WHY?**

What is the purpose of the conversation?

# Question Funnel

- No good or bad type of questions
- Each question should serve a purpose





# Questions & Outcomes



**Limit  
Outcomes**

**Maximize  
Outcomes**



# Open-ended questions

## Maximized Responses

- Conversation is two-way and more balanced
- Customer speaks more than you
- Customer shares greater depth of information
- Customer feels heard and more valued
- Results in greater trust and stronger relationship





# Activity

## Closed-Ended Questions

Do you have any outstanding debts?

Are you currently employed?

Did you have a good weekend?

## Open-Ended Questions

Can you tell me about your current financial situation?

Can you tell me about your current employment situation?

What did you do over the weekend?

# Activity

## Open-Ended Questions

What has been your experience with mortgage loans in the past?



How long do you plan to stay in the property?



What kind of property are you looking to buy?



## Closed-Ended Questions

Have you ever gone through the mortgage loan process before?

Will you be staying in the property 5 years, 10 years or more than 10 years?

Are you looking to buy a single-family home, a condo or multifamily home?

# Types of Outcomes

## Limited

Closed-Ended Questions

High # of Questions

## Maximized

Information Collected & Documented

Probing Questions

Active Listening

Open-Ended Questions







# Listening Skills

# 7 Key Active Listening Skills



# Key Takeaways

- Asking questions is key for learning and understanding.
- Open-ended questions get detailed answers; closed-ended questions get yes or no answers.
- Techniques like active listening, avoiding leading questions, and using probing questions improve questioning skills.



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