

# Signature Press



## ASK THE RIGHT QUESTIONS

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*Rental Management*

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May I have your name please? Have you ever rented from us? How did you hear about us? Some people may find these questions intrusive, but if you want to sell and build a relationship with your customers, you have to ask them the right questions.

There is no debating that the more you know about a customer, the easier it is to close the sale. Once you establish a personal and/or business relationship, the sales process becomes much easier and more successful.

There are many advantages to asking relevant business questions. These questions will also help employees to:

- **Show credibility:** Inquiring about the customer's particular job needs could raise questions or issues that the customer may not have thought about. Your questions will prove your expertise in the industry.
- **Demonstrate concern:** You want to help customers succeed in their job, so ask the right questions to make certain you are renting them what they need.
- **Establishing a relationship:** Look for those common interests that will help you establish a bond with the customer. Any personal connection that you make will help build a level of customer loyalty.

It is also important to ask open-ended questions such as, "How will you be using the equipment?" or "What type of job is this?" It is helpful to get your customer talking about their job. You will learn a lot from their answers and hopefully identify other products or services that you can offer them.

You want to be viewed as a partner in their success, and that is tough to do if you don't show interest.

These questioning techniques can apply to in-person or over-the-phone interactions. You are the professional, and the customer is coming to you for equipment and advice, so make sure to take advantage of the potential sale. This is not about making the interaction longer — just better and more productive for you and your customer.

Rarely will you encounter a customer that does not have the time, or is unwilling to answer your questions. Therefore, customer reluctance is not a good enough reason to stop asking relevant business questions that will help you serve your customers better.

You want to do the best job possible and that becomes very difficult if you maintain the role of an order-taker. In this economy (actually, any economy) you need to be selling, and selling starts with asking the right questions.