

QUESTIONING FUNNEL

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So... Questioning Funnel.

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Asking questions in the wrong manner or at the wrong time, can be a little threatening or intrusive.

How and When questions are asked, is critically important to building and maintaining Trust and Rapport.

There is a simple concept called "Questioning Progression".

This is where you take your questioning from the GENERAL non threatening, through to the more SPECIFIC... and finally the very specific.

The questioning funnel is easy to use... you simply start with general non threatening OPEN questions.

As the other party begins to feel more comfortable, you are then "earning the right" to progress to more specific questions.

As trust and rapport builds, you have now absolutely earned the right to ask VERY SPECIFIC questions which are often the ones that cut to the core of the issue.

It is important to remember that these very specific questions are the ones that can often be threatening or intrusive unless you've "earned the right".

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Why use this progressive questioning technique?

Well... there are a number of reasons.

- To Build Trust
- To Establish Rapport

- To uncover core issues and sensitive information – and understand what really matters.

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WHERE TO USE IT?

Let's look at an example...

Take it that you have a difficulty with a team member where there was an incident in the office the previous week.

One thing is for sure... if you go in pointing the finger the interaction is unlikely to be successful...

A much better approach would be to ask questions.

- 1) So begin with a general question... "Tell me a little about that situation last week?" (Rather than telling the person what you think happened which may alienate them) It's much more powerful to get them to describe the situation.
- 2) When you hear their response and as you build rapport, you can move to a more specific question.

What impact do you think it had on the team?

- 3) And finally, when you have listened to the answer you finish on a very specific question...

For example... "What exact actions have you taken since?"

Or another question could be... "What specifically do you plan to do differently in the future?"

This will help you focus on outcomes.

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[Call to action]

So in future use the progressive questioning technique utilising the funnel.

Remember, very specific questioning can be intrusive... so begin with the general as you build trust, move to the more specific, and finally as rapport develops, you now have "earned the right" to ask very specific questions without endangering the relationship.

So try it in your next one-to-one conversation with one of your team members!