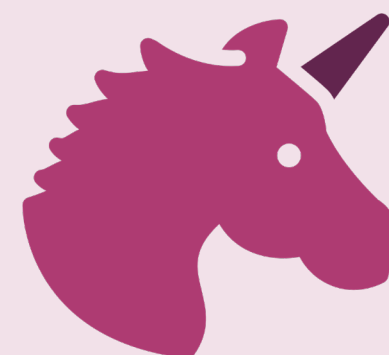


# Ask Questions that Unlock Opportunities from Your Supermarket Buyer



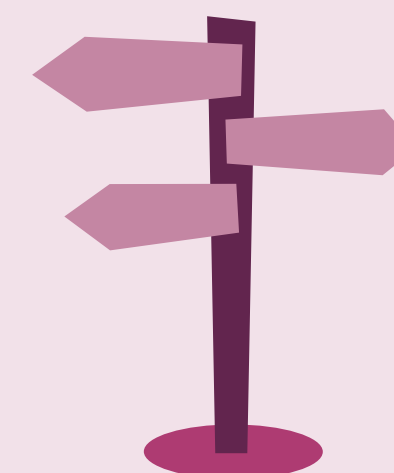
1. Did you enjoy your stay?



2. Asking Questions that Aren't Real



3. Asking Piggyback Questions



4. Asking Questions with Options

CLOSED  
OPEN

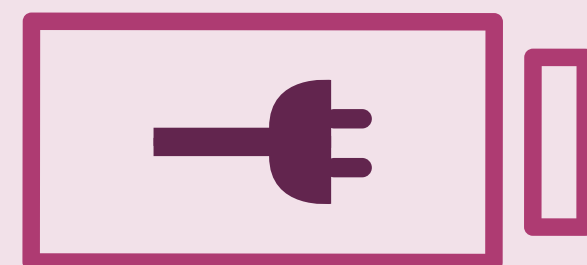
5. Open and Closed

TRUST =

CREDIBILITY + RELIABILITY + INTIMACY

SELF ORIENTATION

6. Trust Questions?



7. Loaded Questions



8. Funnelling Questions



9. The 5 Whys (Probing Technique)



10. Don't ask 'Why not...?'



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