

Closed Questions



Objective of Closed Qs

To confirm facts, clear-up confusion, or narrow the focus

(You typically know - or could easily find - the answer to a closed Q.)

20%
of your questions or less

Open Questions



Objective Questions

*To get **facts** you can't find elsewhere*

Often called Reflective Qs



Subjective Questions

*To understand **emotions, feelings and perspectives***

Often called Probing Qs



Speculative Questions

To be thought provoking, to engage - good for creative potential

Often called Hypothetical Qs

80%
of your questions or less

Closed Questions

Open Questions

Easy

Hard

Objective of Closed Qs:

To confirm facts, clear-up confusion, or narrow the focus

How many televisions does your family use now? Which rooms are they located?
Is it true (XX) has consistently been your strongest (XX) of sales?

Objective Questions:

To get facts you can't get elsewhere

Why do you/your family want the largest possible TV?
What would you watch?
What will be your strongest sales area in 2023?

Subjective Questions:

To get feelings and perspectives

What do you fear most about buying a TV?
What would make you less (emotion)?
Which markets are you disappointed?

Speculative Questions:

To be thought provoking, good for creative potential

What if you could create the perfect TV for your family? Describe three things you'd want.
Which market consistently surprises you that it isn't performing better than it should be? Why?

Make Questions Specific, They're Also Easier to Answer

The specific questions below are examples. You might choose a different specific question.

Vague: What do you think about shopping online?

Specific: What's the most important reason why you shop online?

Vague: How do you feel when you visit a retailer?

Specific: What's your first reaction to visiting the TV section of a typical retailer?

Vague: Do you have a budget?

Specific: What if you find a TV that's perfect for your family but more than your budget?

Vague: Why don't you buy a TV in-store?

Specific: What's the primary reason why you would not purchase a TV instore?