

Practice Redirecting with 3-Closed-ended Questions

Asking closed-ended questions will give you immediate control over the conversation. Still, to maintain that control, you'll have to ask closed-ended questions that require the customer to go to the left-brain to retrieve the answer. You'll need to ask questions that require your customer to use analytical thinking, recall, or look up something.

When I managed a call center in the car rental industry, I had my employees ask customers three closed-ended questions when they felt they were losing control of a conversation. These are the questions my employees asked.

1. *What is your rental agreement number?*
2. *Can you read me the location code located in the top right-hand corner of your agreement?*
3. *Can you give me the exact dates of the rental?*

These questions always put the agent back in control, and they NEVER failed-- because the questions are all closed-ended, relevant to helping the customer, and they all require the customer to use the left-brain to retrieve the answers.

Keep in mind:

- Closed-ended questions can be answered in one word
- Closed-ended questions move the customer from the right brain to the left brain
- Closed-ended questions must be relevant to you supporting the customer

Identify a specific situation where you tend to lose control with customers. Now, brainstorm three closed-ended questions you can ask your customers when you feel like you're beginning to lose control of the conversation.

Closed-ended question number one

Closed-ended question number two

Closed-ended question number three