

Needs Assessment Questions

Open Ended Questions

Solicit longer, more detailed responses

- Encourage people to talk about whatever is important to them
- Responses take longer, but are worth listening to
- Gain valuable knowledge
- Lead to establishing greater trust and rapport

Begin with what, how, and why:

- How will you be using this vehicle?
- What do you like best about your current vehicle?
- What do you dislike most about your current vehicle?
- What is most important to you in your next vehicle?
- What kind of cell phone do you use?
- Why did you choose that particular phone? What do you use it for?
- How important is a navigation system? Why?

Either/Or Questions

Give you more control over direction of the answers

Hybrid between open- and closed-ended questions

- Do you prefer a sports car, sedan, or something larger?
- Are you looking for basic transportation or something with a little more equipment?
- Will you be using the vehicle for business or pleasure?
- Do you prefer light or dark colors?
- Do you prefer leather interior or something else?

Clarifying Questions

Used to get a better understanding of something the customer has just shared

Should be used often

- It sounds like _____ is important to you. Is that correct? Why?
- When you say _____, what does that mean to you?
- Would you please say more about _____?
- _____ means different things to different people. Can you give me an example of what it means to you?