

Module 4: Powerful Interviewing Techniques

Lesson 2: Different Types of Questions





In this training you will learn:

- Why is this important
- Different kinds of questions
- Examples

Why is this important?

- Every action and interaction speaks your brand;
- *Creates an interesting and informative atmosphere for your guest and listener;*
- Stimulates great conversation – especially if you dive deep into a topic and enable the guest to share great content;

Why is this important?

- One of my clients' podcast that I host – we've only had 4 shows and already they have had great feedback and a paying client because of the content.

Different Types of Questions:

- Leading Question;
- *Open-ended Question;*
- Close-ended Question;
- *Behavioural Question;*
- Theoretical Question;
- *Reflective Question;*
- Probing Question.

Examples: Leading Question:

Suggests a specific answer that is often answered with a 'yes' or 'no';

- “You achieved some of the top results while you were working for the company – yes?”
- *“You’ve often said that: ‘Marketing without a clear plan and strategy is often fruitless – yes?’*
- Then you can ask an open-ended question: “Why is that?”

Examples: Open-ended Question:

Encourages a more in-depth response:

- “We know how important it is to constantly be marketing your business.
 - *What would you say are the top three most common mistakes businesses make when it comes to marketing?”*
- Describe the most successful marketing strategy you’ve launched, including the steps, and why you believe it was so successful?

Examples: Closed-ended Question:

Encourages a shorter, or single-word answer:

- “If put in that position again, would you take it?”
- *“How many days did that take you?”*
- “That would have been an amazing event to attend?”

Examples: Behavioural Question:

Requires a longer, more in-depth explanation of how something was handled/addressed:

- *“Tell us about a time you had to confront a staff member about their performance. How did you handle it?”*
- “Describe how you have handled the objection “I can’t afford it” with a prospective client.”

Examples: Theoretical Question:

Similar to a Behavioural Question this requires a more in-depth response, however about a theoretical ‘what-if’ situation:

- *“How would you handle a disgruntled customer who wanted to return a broken item, however you knew that through incorrect use, the customer had broken it?”*
- “What would you do if...?”

Examples: Reflective Question:

Prompts guest to reflect aloud, giving you the opportunity for further prompting with follow up questions:

- “How did your decision impact your team?” [They respond]
- *“In hindsight, would you have responded differently and if so, how?”*

Examples: Probing Question:

Enables you to dig much deeper, and gives the guest an opportunity to share their opinions, feelings and or critical thinking:

- *“Say more about that.”*
- *“How did that make you feel?”*
- *“What did you learn from that experience?”*
- Hmmm?
- *Really?*

Your turn:

- Turn to your workbook and create some new questions you'd like to ask your guests.