# Customer Success Managers - *Question techniques for client meetings*

| Technique | Guidance for Customer Success Managers |
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| **1. Plan your questions** | Confirm your understanding and gather more information - Start with what you know - Determine what you don't know - Shape your questions accordingly |
| **2. Know your purpose** | Every question you ask should help you build a picture of the client - Confirm information you already have, Gather their perspective, Confirm or update the view you've gotten from others in the account, Help the client understand and reflect on their organization |
| **3. Use open-ended questions** | Even if you are confirming information, ask open ended questions -- How would you characterize your….?, What influences do you see…?What are the stakeholders expectations or goals?, How does our platform support those goals? |
| **4. Be comfortable with silence** | Count to 10 after asking a question - Particularly in virtual meetings, wait for a response |
| **5. Speak your listener's language** | Change your terminology to suit the client<br>Avoid jargon, explain product or technical terms |
| **6. Use neutral wording** | Be aware that in asking "How does our platform support <goal>" that presumes it supports it<br>Generally it is better to not give a position in the question but sometimes we need to |
| **7. Ask for additional information** | You ask the same question in different ways to explore all facets of the information<br>Know when to ask "What else?" |
| **8. Ask one thing at a time** | Craft short questions - Ask one thing at a time - If you want to know two different things, ask two different questions |
| **9. Don't interrupt** | Listen to the full answer of your question - Let the person finish - When appropriate, ask "What else? before moving on |