

# 8 Powerful Questions That Close Deals

## Move Stalled Deals Forward Without Being Pushy

The right question at the right time can unlock a stalled deal. These 8 questions help you understand objections, create urgency, and close—without sounding desperate.

### The 8 Closing Questions

# 01

#### The Priority Question

Use when: You're not sure if this is actually important to them right now.

■ **ACTION / THE FIX**

Ask this early in discovery to qualify whether it's worth your time.

■ **AVOID / INCORRECTO**

So, are you interested in moving forward?

■ **BETTER / CORRECTO**

Where does solving this problem rank among your priorities this quarter?

■ **WHY / POR QUÉ**

If it's not a priority, you know to either create urgency or move on. No more chasing dead deals.

# 02

#### The Cost of Inaction Question

Use when: They're hesitating to commit or want to 'think about it.'

■ **ACTION / THE FIX**

Use this when prospects want to delay—it reframes the decision.

■ **AVOID / INCORRECTO**

What's holding you back from deciding?

■ **BETTER / CORRECTO**

What happens if you don't solve this in the next 90 days?

■ **WHY / POR QUÉ**

This makes the cost of waiting tangible. Most people don't think about what inaction costs them.

# 03

## The Hidden Stakeholder Question

Use when: You suspect there are decision-makers you haven't met.

### ■ ACTION / THE FIX

Ask this before sending any proposal—never get blindsided by an unknown stakeholder.

### ■ AVOID / INCORRECTO

Are you the decision-maker?

### ■ BETTER / CORRECTO

Who else needs to weigh in before you can move forward?

### ■ WHY / POR QUÉ

The first version is confrontational. The second gets you the same information without ego.

04

## The Real Objection Question

Use when: You sense hesitation but can't identify the specific concern.

### ■ ACTION / THE FIX

Use this exact phrasing—it's been tested thousands of times and works.

### ■ AVOID / INCORRECTO

Do you have any concerns?

### ■ BETTER / CORRECTO

What would need to be true for you to feel confident moving forward?

### ■ WHY / POR QUÉ

This surfaces the real barrier without making them defensive.

05

## The Budget Reality Question

Use when: You need to understand if money is the real issue.

### ■ ACTION / THE FIX

Get them to name the value before you name the price.

### ■ AVOID / INCORRECTO

Is budget a problem?

### ■ BETTER / CORRECTO

If we could solve this problem completely, what would that be worth to you?

### ■ WHY / POR QUÉ

This reframes the conversation from cost to value—where you want it.

# 06

## The Timeline Question

Use when: You need to create urgency without being pushy.

### ■ ACTION / THE FIX

Look for quarterly deadlines, board meetings, or competitive pressures.

### ■ AVOID / INCORRECTO

When do you want to get started?

### ■ BETTER / CORRECTO

What's driving your timeline on this? Is there a deadline I should know about?

### ■ WHY / POR QUÉ

This surfaces external pressures that can work in your favor.

# 07

## The Comparison Question

Use when: You know they're evaluating competitors.

### ■ ACTION / THE FIX

Once you know their criteria, tailor everything to those specific points.

### ■ AVOID / INCORRECTO

Why should you choose us over the competition?

### ■ BETTER / CORRECTO

What criteria are you using to evaluate your options?

### ■ WHY / POR QUÉ

Now you know exactly what to emphasize in your pitch.

# 08

## The Close Question

Use when: You've addressed all objections and it's time to ask for the business.

### ■ ACTION / THE FIX

Always end with a specific, time-bound next step.

### ■ AVOID / INCORRECTO

So, what do you think? Should we move forward maybe?

### ■ BETTER / CORRECTO

Based on our conversation, it sounds like this is a fit. What would you need to see in a proposal to move forward this week?

### ■ WHY / POR QUÉ

This assumes the sale and focuses on the next concrete step.

# 8 Preguntas Que Cierran Ventas

## Mueve Negocios Estancados Sin Ser Insistente

La pregunta correcta en el momento correcto puede desbloquear un negocio estancado. Estas 8 preguntas te ayudan a entender objeciones, crear urgencia, y cerrar—sin sonar desesperado.

### Las 8 Preguntas de Cierre

#### 01

#### La Pregunta de Prioridad

Usar cuando: No estás seguro si esto es realmente importante para ellos ahora.

■ ACTION / THE FIX

Pregunta esto temprano en descubrimiento para calificar si vale tu tiempo.

■ AVOID / INCORRECTO

So, are you interested in moving forward?

■ BETTER / CORRECTO

Where does solving this problem rank among your priorities this quarter?

■ WHY / POR QUÉ

Si no es prioridad, sabes que debes crear urgencia o seguir adelante. No más perseguir negocios muertos.

#### 02

#### La Pregunta del Costo de Inacción

Usar cuando: Están dudando en comprometerse o quieren 'pensarlo.'

■ ACTION / THE FIX

Usa esto cuando prospectos quieran retrasar—reenmarca la decisión.

■ AVOID / INCORRECTO

What's holding you back from deciding?

■ BETTER / CORRECTO

What happens if you don't solve this in the next 90 days?

■ WHY / POR QUÉ

Esto hace tangible el costo de esperar. La mayoría no piensa en lo que les cuesta la inacción.

#### 03

## La Pregunta del Stakeholder Oculto

Usar cuando: Sospechas que hay tomadores de decisión que no has conocido.

### ■ ACTION / THE FIX

Pregunta esto antes de enviar cualquier propuesta—nunca te sorprenda un stakeholder desconocido.

### ■ AVOID / INCORRECTO

Are you the decision-maker?

### ■ BETTER / CORRECTO

Who else needs to weigh in before you can move forward?

### ■ WHY / POR QUÉ

La primera versión es confrontacional. La segunda te da la misma información sin ego.

## 04

## La Pregunta de la Objeción Real

Usar cuando: Sientes vacilación pero no puedes identificar la preocupación específica.

### ■ ACTION / THE FIX

Usa esta frase exacta—ha sido probada miles de veces y funciona.

### ■ AVOID / INCORRECTO

Do you have any concerns?

### ■ BETTER / CORRECTO

What would need to be true for you to feel confident moving forward?

### ■ WHY / POR QUÉ

Esto saca la barrera real sin ponerlos a la defensiva.

## 05

## La Pregunta de Realidad Presupuestaria

Usar cuando: Necesitas entender si el dinero es el problema real.

### ■ ACTION / THE FIX

Haz que nombren el valor antes de que nombren el precio.

### ■ AVOID / INCORRECTO

Is budget a problem?

### ■ BETTER / CORRECTO

If we could solve this problem completely, what would that be worth to you?

### ■ WHY / POR QUÉ

Esto reenmarca la conversación de costo a valor—donde la quieres.

# 06

## La Pregunta de Cronograma

Usar cuando: Necesitas crear urgencia sin ser insistente.

### ■ ACTION / THE FIX

Busca fechas límite trimestrales, reuniones de junta, o presiones competitivas.

### ■ AVOID / INCORRECTO

When do you want to get started?

### ■ BETTER / CORRECTO

What's driving your timeline on this? Is there a deadline I should know about?

### ■ WHY / POR QUÉ

Esto saca presiones externas que pueden trabajar a tu favor.

# 07

## La Pregunta de Comparación

Usar cuando: Sabes que están evaluando competidores.

### ■ ACTION / THE FIX

Una vez que sepas sus criterios, adapta todo a esos puntos específicos.

### ■ AVOID / INCORRECTO

Why should you choose us over the competition?

### ■ BETTER / CORRECTO

What criteria are you using to evaluate your options?

### ■ WHY / POR QUÉ

Ahora sabes exactamente qué enfatizar en tu pitch.

# 08

## La Pregunta de Cierre

Usar cuando: Has abordado todas las objeciones y es hora de pedir el negocio.

### ■ ACTION / THE FIX

Siempre termina con un siguiente paso específico y con tiempo límite.

### ■ AVOID / INCORRECTO

So, what do you think? Should we move forward maybe?

### ■ BETTER / CORRECTO

Based on our conversation, it sounds like this is a fit. What would you need to see in a proposal to move forward this week?

### ■ WHY / POR QUÉ

Esto asume la venta y se enfoca en el siguiente paso concreto.

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