



A world map graphic is centered on the page, showing the outlines of all major continents in a light blue color. The map is set against a dark blue background at the top and bottom of the slide.

Digging Deep into Probing Questions

Copyright © MMX Cohen Brown Picture Co., Inc. This material embodies trade secrets and proprietary information. Any reproduction whether video, audio, written, or otherwise and any disclosure, dissemination, or teaching of this material in any manner as well as any use or reuse of the content contained herein in any form without the prior written consent of the Cohen Brown Picture Co., Inc. or its licensee, Cohen Brown Management Group, Inc., is strictly prohibited. All rights reserved.

Big Financial Benefits

Make _____

_____ Money

_____ Money

Protect _____

_____ Time and Provide _____

The features are the details but the benefit expresses what's _____
_____ me!!

Fill in the blanks with benefits.

- Internet banking allows you to access your funds 24/7 which _____.
- You won't have to carry unnecessary cash when you utilize a debit card which _____.
- Our special savings pays a compounded APY of 3.5% which will _____ on your deposits.
- You will _____ by paying your bills with our on-line bill pay.
- We have many ways you can have access to funds to pay for repairs to your roof by _____ you money with our quick approval process.



Probing Questions

A closed-ended question can only be answered with _____ or _____.

e.g., Do you own your home?

An open-ended question requires an _____ response.

e.g., How have you used the equity in your home in the past?

Ask enough open- and closed-ended questions until you can make a proper

Credit	
Open- and Closed-Ended Questions	Responses
Can you make a recommendation(s)?	
What is it?	

Deposit / Investment	
Open- and Closed-Ended Questions	Responses
Can you make a recommendation(s)?	
What is it?	

Day-to-Day Banking	
Open- and Closed-Ended Questions	Responses
Can you make a recommendation(s)? What is it?	

Note Taking and Follow-Up

Action Plan

	What?	How (How Much)?	By When?
More			
Better			
Different			
Less			

