



FEEL GOOD ABOUT SELLING - ASKING GREAT QUESTIONS

These questions are designed to put your prospect at ease in order to get past surface level concerns. To truly help your prospect, you need to understand what's most important to them.

Adapt this guide to your context. These questions are designed to be simple, and to create a safe space.

FLOW	NOTES & EXAMPLES - CONVERSATIONAL FRAMEWORK
Simple opener - adapt to your audience & industry <input type="checkbox"/> Don't assume <input type="checkbox"/> Imply your expertise <input type="checkbox"/> Common problems <input type="checkbox"/> Hand convo to them	<p>I'm not sure this is your experience, but when I talk with others about their [insert context], they tell me that...</p> <ul style="list-style-type: none"> • They're bogged down with this... • They worry whether... • And there are concerns that they're paying too much... <p>Is any of this on your mind, or have I missed the mark?</p>
Follow up questions	These are intentionally simple questions, designed to allow prospects to tell you what matters to them, rather than you asking leading questions.
<input type="checkbox"/> 1. Tell me more	This open-ended question invites your prospect to open up so you can learn about what matters to them. Example, "You mentioned, x, tell me more..."
<input type="checkbox"/> 2. Specifics? Recent example?	Asking for specifics allows you to get a better understanding of the unique situation your prospect may be facing. Recent examples are vivid and help a prospect recognize the need to address their situation, e.g., "Can you share a specific or recent example to help me understand your situation better?"
<input type="checkbox"/> 3. How long?	Asking "how long this has been happening" helps the prospect think things through and can uncover additional areas that need to be addressed.
<input type="checkbox"/> 4. What did you try? Work?	Asking what they have tried (and how it worked) helps prospects understand their efforts (successes and failures) in the context of their unique challenges.
<input type="checkbox"/> 5. Business impact? Cost?	This question is designed to help quantify their situation. Example, "How is this impacting the business or are things okay?"
<input type="checkbox"/> 6. Priority and why?	Asking where this lands on their priority list helps them (and you) gauge the importance of solving their concerns. Example: "On a scale of 1-10 where do you place addressing this?" "Any other reasons why you'd put it there?"
Recap <input type="checkbox"/> Brief recap, high-level <input type="checkbox"/> What did I miss?	After exploring their situation - which can often be emotional, it's important to pause and briefly recap so that they know you've heard them. Close your recap with, "What did I miss?" Prospects will often have more to say as the recap helps them hear things in a fresh way.
Solution (Transition) <input type="checkbox"/> Address what matters most <input type="checkbox"/> Introduce solutions	This is where you transition to explore solutions, both their ideal solution, and the unique value you bring to the table to solve their problem. Simplicity and clarity is key, e.g., "Is it okay if we switch gears and talk about some options..."
Next steps <input type="checkbox"/> Affirm fit? <input type="checkbox"/> Outcome timing? <input type="checkbox"/> Past, similar process? <input type="checkbox"/> Who else should we involve?	Affirm fit: "Does this seem like it might be a good fit or not so much?" Collaborate on timing, e.g., "When would you like to see some positive outcomes?" "Help me understand your internal process so I can better equip you to be successful?" To keep things moving forward for you, is there anyone else we should involve now?" Ensure a plan forward, e.g., review proposal & pricing together (never just send a proposal - always book time to review).
Confirmation <input type="checkbox"/> Clear next step <input type="checkbox"/> Written & confirmed	An email follow up that lays out clear next steps is appreciated by busy prospects, who, after meeting with you, may be inundated with any number of issues. See this email confirmation template.

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