

Planning your questioning process

Use this tool to plan out what you are going to ask your prospect. *You should word these in your own way.*

4 types of questions for needs analysis

- Prospect's current situation: Prospect's situation – the good, the bad the ugly.
- Prospect's Goals: What are the prospect's goals if you can solve their problems
- Prospect's hurdles: What's keeping the prospect from solving their problems
- What it means personally to the client to solve their problems and reach their goals

What you are trying to discover:

- Primary Interest (what they are looking for)
- Buying Criteria (what your product/service must have)
- Other Considerations
- Buying Motives (the prospect emotional reason to buy)