



THE  
**NEPQ<sup>TM</sup>**  
**Closing**  
**Questions**

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CHEAT SHEET



# THE NEPQ™ Closing Questions CHEAT SHEET

**Here's what you'll get from this cheat sheet:**

- **The 2 counterintuitive commitment questions** that have helped countless sales professionals outsell nearly anyone on their sales team
- **An unorthodox question** that causes the prospect to sell you on why they need your solution right now
- Tips on **exactly when to ask these questions** and, most importantly, **which tone to use**

When you correctly implement commitment questions, prospects begin to view you as a trusted authority instead of just another salesperson out for their wallets.

In the NEPQ™ methodology, we ask commitment questions during the commitment stage of the sales process—the part that some people call the “close.” Really, it’s just the part where prospects commit to the next step in the sales process, whether that’s buying, setting up a demo, scheduling a meeting, or something else.

## Counterintuitive Commitment Question #1

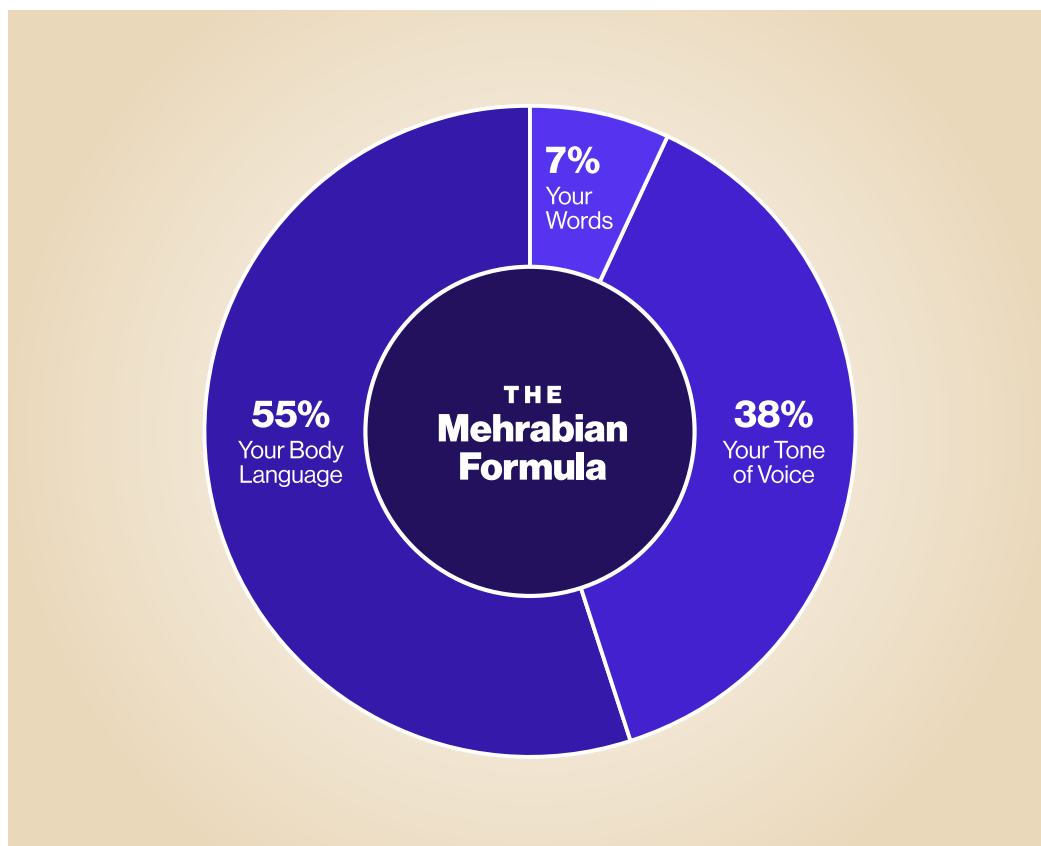
**Do you feel like  
[your solution]  
could be the answer for you?**

Here is an example of how this question looks in action:

**“So, we covered how we can help you  
[repeat back what they want].  
Before we discuss funding, do you feel like  
[your solution] could be the answer for you?”**

This question, by itself, is incredibly powerful, but to realize its full potential, you need to pair it with the correct tonality. What you say matters, but how you say it matters even more.

According to **Albert Mehrabian's 7-38-55 Communication Model**, **words are 7%** of communication, **tonality is 38%**, and **body language is 55%**.



So, without the right tonality, even if you ask the right questions, they'll only be 7% effective (at best).

When you ask “Do you feel like *[your solution]* could be the answer for you?”, you’ll want to utilize the “curious” tone. Here are some key concepts to consider that can help you speak in a curious tone.

1. **Raise Your Inflection:** When you’re curious, your pitch naturally goes up at the end of a question. Use a natural inflection to show you’re interested in the prospect’s answer to your question.
2. **Lower Your Voice:** Speak softly to make the conversation feel more intimate. This encourages the other person to open up and share more.
3. **Slow Down:** Speak slower so you can choose your words carefully and give the other person time to think about their answers.
4. **Pause for Reflection:** Pause after you ask a question or hear an answer. It shows you care about the other person’s answer and you’re thinking about what was said.
5. **Use a Calming Tone:** Use a warm voice to make the conversation more welcoming and to help the other person feel comfortable.

**On the next page, we’ll walk through adapting the commitment question structure to industry-specific examples.**



## INSURANCE

**“Considering your family’s needs and your desire to provide long-term financial security... Do you feel this life insurance policy could be an appropriate solution to protect your loved ones?”**



## REAL ESTATE

### FOR SELLERS:

**“Based on what we’ve discussed about your home and the current market conditions... Do you feel like this marketing and pricing strategy could be the right approach for selling your property?”**

### FOR BUYERS:

**“After seeing this property and considering your must-haves list... Do you feel like this home could be a good fit for your needs and lifestyle?”**



## SOLAR

**“Based on what we’ve discussed about your energy usage and long-term goals... Do you feel like a solar system could be a good solution for your home’s energy needs and budget?”**



Now you'll notice throughout the examples that I put ellipses ("...") between various parts of the question. These indicate a technique called *"verbal pausing"* (not to be confused with *"verbal pacing,"* which we cover in our advanced programs).

Researchers at the **University of Gothenburg** found that pauses can significantly impact a conversation, suggesting that the timing and placement of pauses can make or break the effectiveness of communication. The study highlights how strategic pauses help listeners process information and enhance understanding.

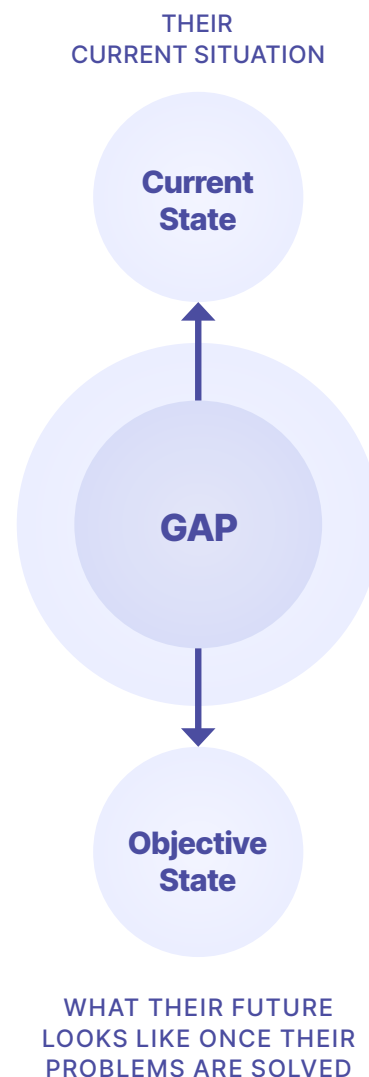
You'll also notice that I used the word *"feel"* instead of *"think."*

That's because people buy based on their emotions. In the early 1900s, psychologist Walter Dill Scott observed that emotions drive human behavior, leading people to make decisions emotionally and justify them logically.

Harvard professor **Gerald Zaltman**, an authority on consumer behavior and subconscious decision-making, also supported this idea by asserting that **up to 95% of decisions are made subconsciously**, driven by emotions.

Now, if you have correctly built a **gap** between where your prospect is currently at and where they want to go, then they'll almost always answer "Yes" to your commitment question.

Once your prospect agrees that your solution could help them, it's time to immediately follow up with an unorthodox **"probing question."**





# The Unorthodox Probing Question

***“Why do you feel like it’s the right solution for you?”***

This powerful question invites prospects to articulate their own reasons for seeing value in your product or service.

By encouraging self-reflection, it allows prospects to discover and voice their motivations, which is far more compelling than any external persuasion.

When prospects explain why they believe your solution fits their needs, they engage in a process of self-persuasion. This naturally creates what we call positive “internal tension,” a realization of the gap between their current situation and their desired outcome. This realization becomes a strong catalyst for action.



Unlike high-pressure sales tactics, this approach positions you as a facilitator of the prospect's decision-making process. It builds trust by demonstrating respect for the prospect's autonomy and insight. As they verbalize their thoughts, you gain valuable information about their needs, priorities, and potential concerns, allowing for a more tailored and authentic conversation.

This approach not only respects the prospect's decision-making process but also typically results in more committed and enthusiastic clients.

However, you'll inevitably encounter some objections: *spousal objections*, *price objections*, *competitor objections*, etc.

Usually, the conversation goes something like this:

**YOU**

**“Based on what we’ve discussed about your energy usage and long-term goals... Do you feel like a solar system could be a good solution for your home’s energy needs and budget?”**

**PROSPECT**

***“Well, yes, I do, ‘but I don’t know if we can afford it’ or ‘I need to talk to my partner first’ or ‘I need to do more research.’”***

Whenever you encounter an objection, the first thing you need to do is **diffuse it**.

Using a concerned tone, say this exactly, word-for-word:

**YOU**

**“That’s not a problem...  
Now, just so I can see if we could even help you... **[Objection]** aside, do you feel like **[your solution]** is right for you to **[achieve their desired outcome]**, though?”**

This diffuses the objection while refocusing the conversation on their **desired outcome**.

This is what we call **“results-based thinking”** instead of “cost-based thinking.” We cover this concept in great detail inside our advanced programs.

## A Quick Recap

of everything we’ve covered so far:

### Commitment Question #1

“Do you feel like **[your solution]** could be the answer for you?”

### Probing Question #1

“Why do you feel like **[your solution]** is the right solution for you?”

**If you encounter an objection,  
diffuse it with this:**

“That’s not a problem... Now, just so I can see if we could even help you... **[Objection]** aside, do you feel like **[your solution]** is right for you to **[achieve their desired outcome]**, though?”

Once you ask the probing question and get the prospect to tell you why they need your product or service, it’s time to ask the second commitment question.

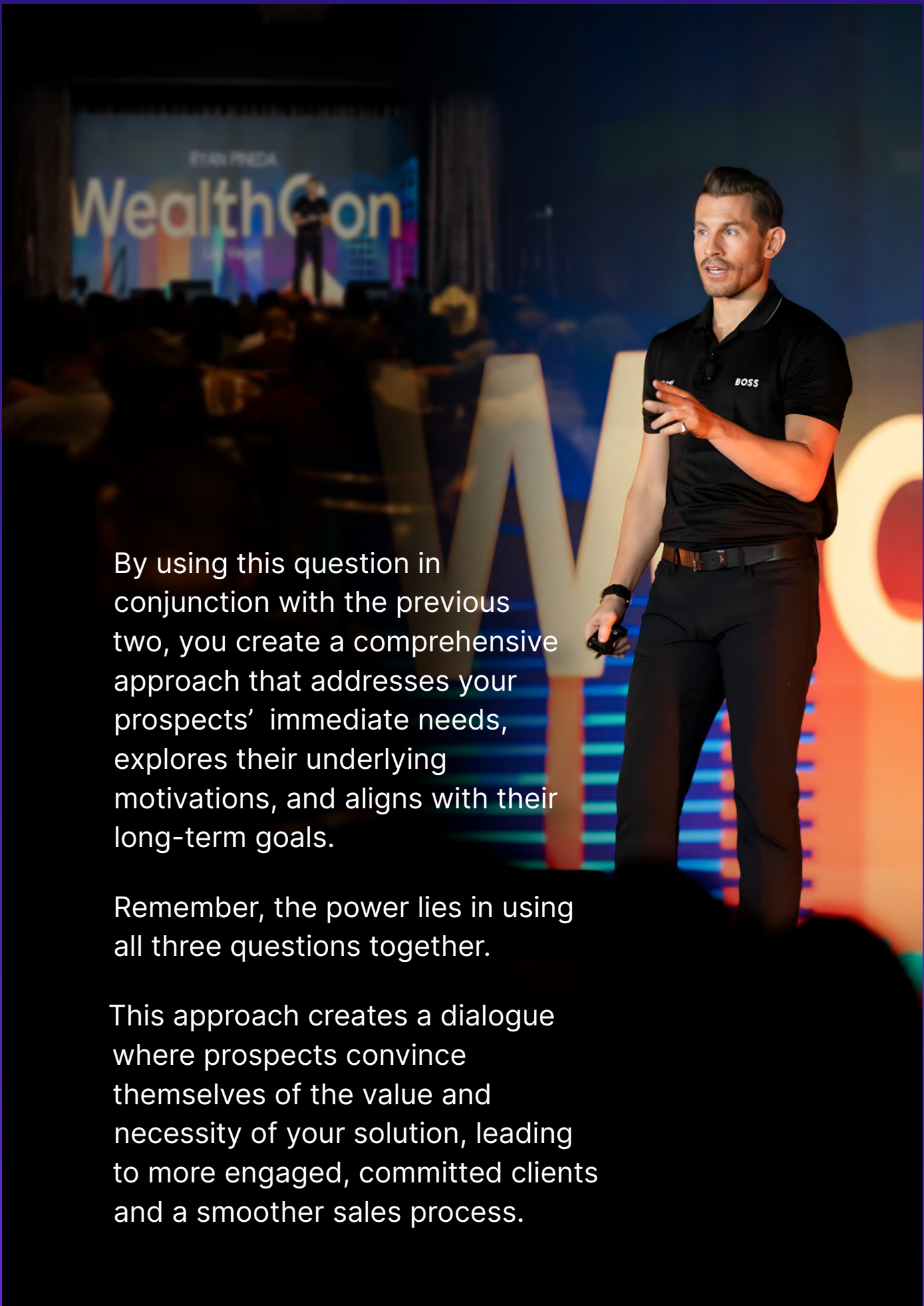


## Counterintuitive Commitment Question #2

**“Do you feel like  
[your solution] will get you  
where you want to go?”**

**This commitment question serves  
multiple purposes:**

- 1** It connects your offering directly to the prospect's aspirations, framing your solution as a means to an end rather than just a product or service.
- 2** It encourages prospects to envision a future where your solution plays a key role in their success, creating a stronger emotional investment.
- 3** It prompts prospects to internally generate reasons why your offering is integral to their long-term plans, reinforcing their commitment.
- 4** It shifts the conversation from a transactional purchase to a strategic investment in their future.

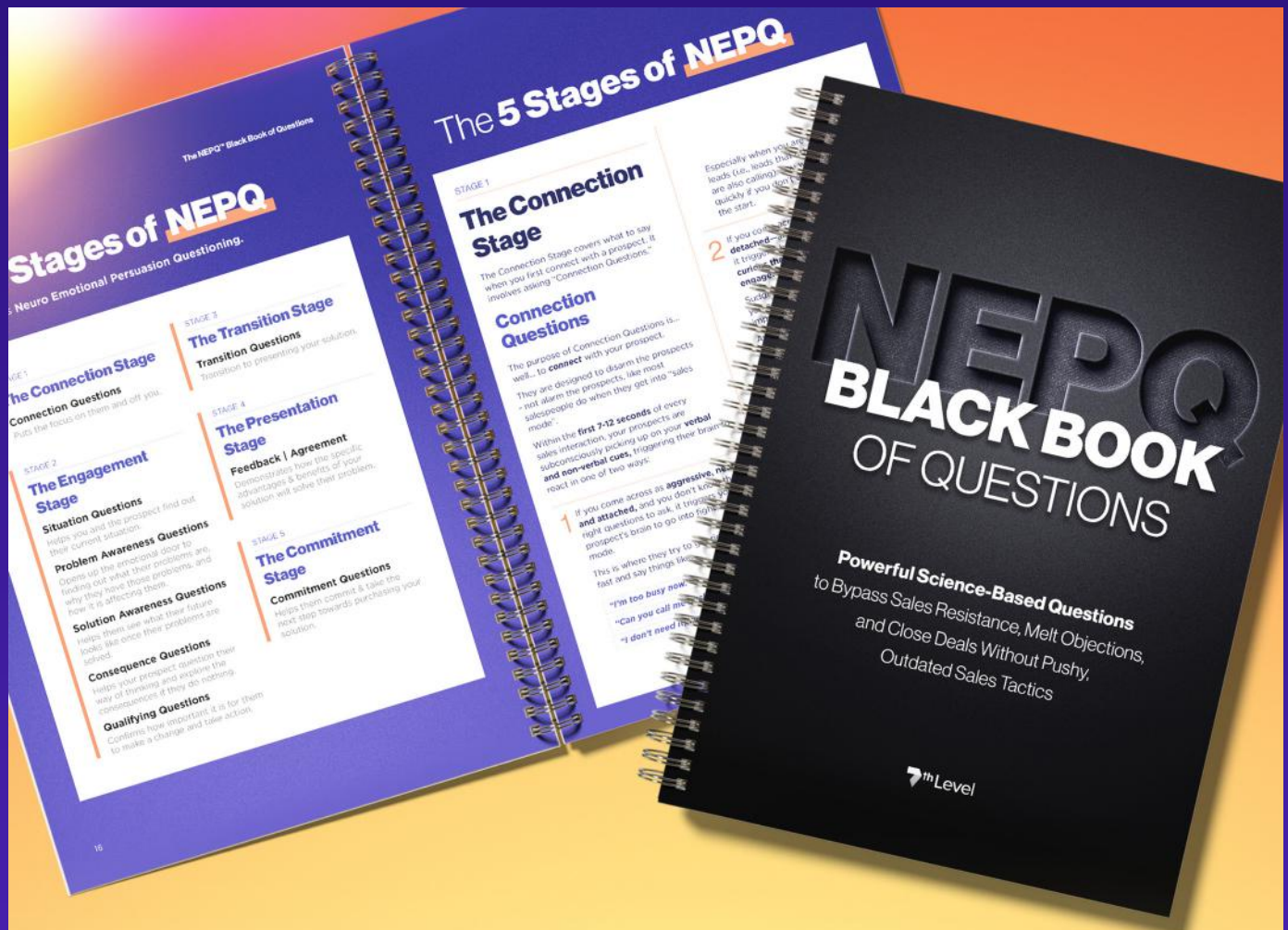


By using this question in conjunction with the previous two, you create a comprehensive approach that addresses your prospects' immediate needs, explores their underlying motivations, and aligns with their long-term goals.

Remember, the power lies in using all three questions together.

This approach creates a dialogue where prospects convince themselves of the value and necessity of your solution, leading to more engaged, committed clients and a smoother sales process.

# The NEPQ™ Closing Questions Cheat Sheet



**Now that you have this cheat sheet, imagine how quickly you could transform your sales results if you heard exactly how these questions should sound—delivered with the right tone, pacing, and verbal pauses that neutralize resistance before it even arises.**

We've put together a quick *3-minute* training where you can listen to these very questions in action. In it, you'll hear the subtle shifts in tonality that can *instantly* elevate your authority and guide your prospects smoothly toward a "yes."

### **Ready to hear the difference?**

Just tap the button below to watch (and listen) now. After all, *how* you say something can be just as powerful as *what* you say!

**Watch 3-Minute Training Now →**