

Okay. So, real quick, I just want to make sure my audio is working here for everybody that's on. Uh, if you can hear me. I've got I've got my assistant on here, Beth. Can you hear me properly here? How's the volume? >> Yeah, you sound great. >> Well, >> volume's great. >> Thanks for all those amazing compliments, Beth. Okay. All right. So, everybody, welcome uh to today's training. Today's training is solution questions for the new economy uh for the era that we live in today. So, let's go through this real quick. So, a couple things that you guys are going to pick up here uh today's training. First, we're going to go over the stage three of the engagement stage. And I'm going to pull up that chart for you guys in a second just so you can kind of mentally see where we're at in that manner. Number two, you're going to learn why we actually ask solution questions. So, we're not just going to learn what the solution questions are. We're going to

learn those, but we're going to learn why we're asking them. Okay? Okay, we have to understand why we're even asking in the first place. Three, we're also learning what we're looking for. So, when we ask a solution question, you're going to learn what to look for in the answers that they come back to you with. Okay? And then we're going to learn how to probe deeper into those conversations to get them more of their emotional sides or their feeling sides. So, I want you to I put this the power of dialogue framework up here just so you guys can kind of see where we're at in the process. So, if you remember in week one and week two of the training and let me get my cursor up here. Week one, week two, we went over more of the psychology behind the new model of selling like how to how to think uh as as far as like a seven figure salesperson, really the background uh the backbone of dialogue, those type of things. Week three, we dove into stage one. You see on on this

purple chart here, number one, connecting stage. So, just kind of look at number one, the connecting stage. I gave you guys probably about three to five very powerful connecting questions you'll use when you call your leads, when you cold call, uh when you start presentations, when you're meeting, just anything like that. Doesn't matter if you're doortodoor, business to business leads, whatever. We also dove in in week three to background questions. That's where we learn the basic facts about our prospects. That's where we learn what their present situation is. That's really what we dove into in week three. Now, if you remember last week in week four, we learned what's called problem awareness questions. Now, these are very powerful. They open, like I put here, they open the emotional door to finding out really the history of that person's problem and really what caused those problems and really how it's actually affecting them. So, now here we are.

We're right in the middle of the engagement stage. We're in solution questions. Now, like I put here, these involve your potential customers and their ideas, which strengthens the benefits of them actually getting those problems actually solved. Okay? So, just want to kind of see where we're at here now, and I'm going to go back here for a second. So, at this point in the sales conversation, and and by the way, I want you guys to take some notes here. You know, I we do have PDFs available. You guys will have those. But I think it's always powerful, especially when I give you certain questions that you guys really

write them down. I would encourage you to grab flashcards. And if you don't have them, when you're going back through, you know, week 1, week 2, 3, four, five, just whatever training you're going through, grab flashcards. And in each stage, write down two or three questions. you know, two to three problem awareness questions, two to three background

questions, two to three connecting questions, two to three solution questions. When you write those down on flashcards, you just kind of carry them around with you. You know, when I started learning really how to communicate and sell the new model about 10 years ago, I literally I mean, this is going to sound kind of geekish, but I literally carried around my stack of flashcards in my travel bag, in my pocket everywhere I went. And when I had, you know, a three minute break or whatever between a sales call, I would just look at those dumb flash cards until I just memorized everything. Okay? It's like riding a bike at that point. So, at this point, and I would encourage you to do that. So, here we are. So, if you've asked the appropriate problem awareness questions with your prospect, as we discussed last week, you've demonstrated to your potential customer that you are extremely different than any other salesperson they have ever dealt with, ever spoke to. You're now becoming uh what I call an insider. So,

you're an insider while your competitors are only hearing the facts. So, they're still on the outside. They're only getting the facts. They're getting the logic from the prospects. You are hearing the whole story because not only are you getting the facts from your questions, but more importantly, what are you getting? You're getting their emotion and you're getting their feelings. Okay? So, you know way more. And because you know more, you're seen in their eyes as being more qualified to actually solve their problems. Okay? And that's a huge huge stepping stone and it's in place for you right now at this point. Okay, from those questions. So, and we've talked about this in our training. They're now viewing you as the trusted authority in their eyes, the trusted advisor rather than just another salesperson that's just trying to sell them something. So, they treat you a lot differently. So, your prospect's emotions, their feelings will always

determine if they actually purchase from you or not. Okay? And no doubt you've probably asked uh some of them, you know, probably some of the following probing questions. Now, I gave you a few of these last week. I'm going to give you a few more. Now, these are what I call seven figure probing questions. These are your money questions here, okay? And I'm just going to repeat these. And then these are generic questions. You just kind of plug in what you sell here. So, one probing question would be, "Well, you know, John, I sense you might be frustrated by that." or Mary, Mary, [clears throat] what type of impact has that had on you? In what way? Or Alex, um, what I mean, what's bothering you the most about this? Or why is that important to you now, though? Or I sense this means something to you? Or has that put you in a tougher position? In what way, though? Or how does that affect you though? You see how that works? So, understand that your potential customers, and you got to

learn this, understand themselves and what they're looking for far better than you, okay? Because they know their own story better than anyone and how things are in their world and how they actually got to

that point. Now, realize they may not understand fully how your product or service fits into that understanding of the world and their needs quite yet. They might not know how to connect that. So your prospect doesn't know yet how to join the past and the future together. Okay. So, so far, so let me get make sure you understand this. So, so far you you've really helped your prospect create a picture of their past and their present situation by those questions you've asked. Okay? You did that by using dialogue and by asking easy to answer questions. Okay? You found out about their present situation and their past from what? Background questions and problem awareness questions. So you know all that most of it at this point. Okay. Then sometimes they can still surface more. So your potential customers need

is almost complete and ready for you to provide your solution. But it's not quite time yet to do that. Not quite time. Okay. So, at this point, you have to help your prospect to broaden the horizon of their picture. And this is where you're going to help them look at actually doing something about solving their problems they told you about, about progressing. And you're going to be able to help them look at and get them involved with coming up with the solution to solve the problems they just told you had. Okay? They just told you about. So the elements of this new picture of theirs will be them making decisions and their decisions begin to help them see that they can change and actually change their future. Okay. So your job with solution questions is really just to ask them so your prospect can think and start to own their problems emotionally. Let me repeat that. is for them to think and to start to own their problems emotionally rather than you owning them yourself. Okay?

Now, I will tell you research in this category shows that the very very top 1% even the top 1% of those 1% of all salespeople in the world ask so many more solution questions than do average sales people. Average sales people might not even ask any. They might ask one. They just don't really know what they even are. Okay, so here are the four reasons why solution questions are the key to helping you and helping your customer solve their problem and you actually making the sale. Number one, your prospects will tell you and more importantly themselves what they see as the benefits and advantages of solving their problem. Number two, you're going to get the picture of how your prospect thinks and what they're prepared to do about it, if anything. Number three, their ideas become part of the solution as they start to own their own problems and tell you, more importantly themselves, how them changing will make them feel. And finally, number four, they will attach their emotions to the

outcome of them solving their problems. Okay? And I don't know if anybody you've ever heard I you know I studied uh this guy back in college because I was taking some English classes and some journal journalism classes uh when I was back in college a long time ago. But if you ever heard of Ruddyard Kipling, he was a very famous journalist in his time and he wrote back in 1902 and I want you to to write these things down that I've bolded here. Okay, it's very important. If you if you live by this rule, you'll go anywhere you want in selling. He said, "I keep six honest serving men. They taught me all I knew. They were what and why and when and how and where and who." Let me repeat that. They were what and

why and when and how and where and who. Those six questions. You see, because Kipling believed that the answers he received from those six questions served him workable stories that he could work everything around. Now, those same questions can be turned toward your

prospects and finding out what they've done about changing their situation and how more importantly make them feel in solving those problems and actually being able to move forward. So, the answers they give you from your questions, it they let me kind of briefly break this down. They consciously and subconsciously see that by them doing something. By them taking action, they can change their situation. They can solve those problems. They will start to feel the positives of having their situation changed through listening to their words. Okay? Just by listening to themselves. This is the power behind solution questions you ask. All right? They help your prospect come up with the solution rather than you having to tell them what the solution will be. Okay? Now, don't get me wrong, there will be a place for you to bring up your solution and how you can help them. That's during the presentation stage of the process, and we'll actually start talking about that next week, but

we're not there yet. So, during the solution stage, you will bring up some of how you can help them, but you're not going to dump it on them all at that point. Okay? It's not the time now. You might do a little bit, but not everything. I'm going to show you what I mean by that. So, remember sales people, and we've talked about this in probably week one, week two. If you're still using traditional selling techniques, most salespeople feel that because they have the knowledge about their product or service, they know all the features, all the benefits, all the cool stuff it does, that somehow they need to demonstrate that to their prospect quickly to appear that they're educated and smart. Nothing could be further from the truth. If you want to get into the top 1% in selling, I will tell you, your excitement for telling your prospect what you know too early in the conversation, bringing up your solution too early, will keep you from discovering what your prospect actually

knows. So, never let your need to tell stand in the way of allowing your prospect to give you the answers of what they're looking for. Okay? And this is huge here everybody because the key if you want to get up to that 400,000 yearly range or 5 6 7 800,000 in income in sales or over a million year in sale selling is to use your knowledge and asking skilled questions. Not to tell your prospects what you know. Telling is not selling. Now write that down. Telling is not selling. You might have heard people say that to you before and it's very true. So now you can actually ask solution questions at any time during the conversation and they come in different forms and can be used in many different situations. Okay. So here are two basic questions you're you're basically asking your prospect. These are what solution questions bring out. Okay. Now these are not the actual questions. I'm just saying you're asking questions that will bring out answers to these kind of generic questions. Number

one, what have you done about changing your situation? So what have they actually done about it in the past? Have they tried to change it? What have they done? Number two, what would you do if you could? So the first question focuses more on what? Their past. What have they done about changing in the

past? Number two focuses on what? What would you do if you could? Focuses on their future. Right now many of your prospects are looking for ways to solve their problems. That's why you're in front of them. So they might have explored different ways to do that in the past, but they came up empty. That's why you're talking to them now. Maybe they've tried other things. Maybe they didn't succeed in solving their need. So the way for you to find out what they've done is to ask some of the following solution questions. Okay. Now, once again, you're going these are generic. These work for any industry, product, or service. It doesn't matter. We're going to plug your product,

service you sell into these. So this is the basic question. So, John, have you been out there looking for anything that would give you what you're wanting? So, Mary, have you been out there looking for anything that would give you what you're looking for? So, find out if they've been out there trying to find solutions to their problem. Okay? Or have you been out there looking for blank that would blank? Okay. So, let me let me repeat this and write these down. Okay? Now, we do have I will have these on PDF so you can go back and reference it, but write these down on flashcards. These are two very important solution questions. So the second one is, have you been out there looking for blank that would blank? Write that formula down. Now, we're going to plug in what you sell into that. Okay. So, let's say that you sell financial services, for example. Join a lot of people in the financial services industry. It might look like something like this. Let me pull that up here.

So, John, before we talk today, were you out there looking for different investments that would give you a higher return than you're presently getting? Okay. So, look at the formula. Go back. We're going to go back here. Look at this. Have you been out there looking for blank? That would blank. Okay. Now, come back and look how we plugged in financial services to that. So, John, before we talk today, were you out there looking for the blank would be different investments, right? Because we're plugging in what he sells that would give you blank a higher return than you're presently getting. See, all you do is plug in what you sell and what they told you they're looking for. See how this works? So, in this example, you sell financial services and your prospect has already told you from your questions that they're looking for a higher return on their money. Okay? It's that easy to plug this in that formula. Okay? Now, let me give you another example. Let's say that you sell franchises.

Okay? I've trained a lot of salespeople that sell franchises and business opportunities, things like that. You get asked this. Okay, Amy, so before you found us here at XYZ franchise, were you out there looking for a business you could start to make more money than your job? See how we plugged that in? Say, let me go back. Let's look at the formula. Have you been out there looking for blank? So, Amy, before you found us here at XYZ franchise, okay, let's go back. Were you looking for blank, right? Plug in a business because that's what you're selling if you're selling franchises. Or you can say, "Were you looking for a franchise or a business you could start blank to make more money than your job?" So in this example, you sell business franchises. And from your questions, Amy has already told you she wants to have her own business because she wants to make more money than her job. See how we plug in the formula?

Okay. or what have you done about changing if anything? That's another

solution question. Write that down. So, Mary, what have you done about changing this if anything? Okay. What have you done about changing this if anything? Now, let's say you sell insurance, life insurance, car insurance, whatever, you know, life insurance for this example. Sh a lot of people in that industry. So, it it's the same formula. Uh, so Stuart, have you have you I mean what what have you done in the past about getting a policy that would give your family more protection in case something happened to you? Now, in this example, Stuart had an existing policy. You found out from the questions you asked him. Now, with your questions that you asked him previously, you discovered because you went deeper that his wife was putting pressure on him to increase his policy's value. as you found out through going deeper in the conversation from your questions, probing questions that when she was a child, her dad passed away and left her and her mom with very little money and because of

that she has a deep fear that it could happen to her again. Now, average salespeople wouldn't find out those details because they don't know how to ask the questions to go deep to find those. Seven figure sales people know how to go deep and that's what I'm teaching you. Okay? So, do you see when you go deeper in the conversation, it helps your prospect persuade themselves? Okay. Now, if they tell you they've tried to solve their problems in the past or out there, you know, looking for those solutions now, ask them to expand on that. Okay? You have to go deeper. If you want to be in the very, very top 1% in your industry, you have to go deeper. Okay? Okay, the deeper you go, the more sales you'll make, the more income you'll make. It's really that easy of a formula. Okay, the less deep you go, the more logical answers you're going to get from them, the more people that are going to throw out objections and turn away and go with somebody else. Because

remember, you have to ask more under the surface questions, more clarifying questions, more probing questions to go deeper in those conversation. And we talked about this last week. It's literally like peeling the layers off the onion. Okay? The more layers you peel off, the more questions you ask to clarify, the more your prospect will persuade themselves that they want to make a change and do that with you. So, what have they've done about changing their situation in the past? You're going to ask them how they got involved with that company, how they got involved with that product, what worked, what didn't work, what they would have changed if they could have, and what criteria would they use and want to make a decision to do something else or do business with someone else. Now, real quick, I want to do this and I don't want to take a lot of time this I do want to role play here with probably one of you. Uh, I want to plug in your industry, some questions, you know, one

solution question for you just to kind of show you how this works. So, I'm going to grab one of you on here. I'm not going to tell you who I'm grabbing. Hold on one second. Got to get out of here to see who I've got on here. Who should I grab? Who should I grab? Um, let's see here. So, I'm going to grab Shane. Man, are you on? >> Yeah. Come here. >> All right. All right, Shane, do you mind uh do you mind coming out with me for a second? >> Sounds good. >> Oh, dude, you're a stud. Okay, so tell me again. I I know

you've probably been on some of these uh trainings. What industry are you actually in, Shane? >> I'm in surgical instrument repair. >> Surgical. Okay. >> Medical sales. Medical equipment sales. >> Well, we don't sell the equipment, but we fix everybody's equipment. So, >> Okay. So, Okay. So, you're you're repairing their equipment. Surgical medical repair. Okay. I never I never

even thought about that. Okay. >> I guess that makes sense. I guess you need that for sure. Okay. [laughter] Probably pretty important. >> Absolutely. >> So, I want to come up with a solution question for you. Okay. So, and you and we'll work on these. I mean, you'll be able to go through the PDFs and everything and kind of write these down, but I just I want to kind of come up with this. So, let's let's use the formula be. Okay. So let's say who would you actually talk to like HR? Would you be talking to a doctor? What would you be who would you be talking to? >> I would be talking to a department manager depending on who's responsible for the equipment maintenance. >> Okay. So a department manager who's over uh repairing the equipment. Okay. >> Yeah. It could be a could be someone in surgery. It could be someone in sterile. It just depends. >> Okay. So let's come up with something for you real quick. This might take me a

little bit to think. I don't I haven't trained somebody in your part. I've trained people in medical sales but not medical sales repair but it shouldn't be hard to come up with questions for this. So uh we would put here so let's say you're talking to the department head and let's say her name is Sally. You would say Sally before we started talking today were you out there looking for blank that would blank? That's what we need to plug in for you. Okay. So, what would they be out there looking for? Would they be out there looking for a company to better repair their equipment or what would they be looking for, Shane? >> Yeah, that would be correct. I mean, um, they would be looking for, you know, a service option for their, you know, equipment. Um, >> okay. So, let's let's test this. And this is just off the top of my head. If I had more time, I'd put more thought in this. But so, Sally, before we started talking, were you out there

looking for a a company uh that would be able to, you know, a surgical repair company that would be able to blank? Now, what would be that blank? What would be the benefits of going with you? >> You know, provide uh you know, manufacturer quality [clears throat] repairs on pretty much your entire inventory. um at a reduced cost. >> Okay. Now, does every sales person in your industry say that though? >> Uh, no, not at all. >> Okay. Because I don't know your industry, so these are just questions I'm asking because I'm trying to become familiar. So, Sally, before we started talking, were you out there looking for, you know, other uh surgical repair companies that would, you know, give you quality repair but be able to give you that at a reduced cost? Maybe something like that, Shane. >> Yeah, that'd be >> okay. So, that would be a solution question. Now, we'd we'd get more specific than that, but I'm just showing you guys it doesn't matter what you

sell. The formula is there. You're just plugging in that to that formula. Does that make sense, Shane? >> Yes, sir. >> So, we'll get that a little bit tighter, but just off the top of my head, we would, like I said, keep working on that. Just use the structure, get it tighter. So Sally, before we started talking, were you out

there looking for surgical repair companies that would, you know, be able to ret repair your equipment a little bit faster, maybe for a reduced cost? If that's been her concern, maybe she says, "Hey, we have a company now. You found out from your problem questions you're asking, and she said the company takes too long to get our equipment repaired." And so you know that, right? So you would plug that into the solution question. Are you with me? >> Yes. >> Starting to make sense? All right. Good. All right, Shan, I appreciate you coming out. So, guys, doesn't matter what you sell, product, service, that's just off

the top of my head. So, once you really work with those formulas, you're really going to narrow that down. And and a lot of you are going to have the opportunity to be after you go through the Aweek course, you're going to have an opportunity to be on my weekly training calls as well. And that's where we really narrow these questions even down further. And we'll talk about that later on in the training. Not not today, but another time. Hold on one second. So, Shane, thanks for coming out. Let's keep moving forward here. Okay. So, real quick, Shane, I I appreciate you uh coming out. You're the man for doing that. So, real quick, when you use I'm going to get to this next slide here. So, when you start to use your engagement stage questions, okay, so your solution questions, you really get the exact picture of their situation. And I just talked about that with Shane. So Shane would have found out from his, you know, uh, connecting questions, his couple of background questions about the

company they use for surgical repair now, and do they like that service? What do they like about it? What would they change about it if they could? He's going to find out from those problem questions as well if there's if they have problems and really if what he does can help them solve those problems. Okay? So, you're going to start to see from their answers what those mean, and you're going to be able to offer them because of the answers they're giving you, the right benefits, the right features, and the advantages of your solution that's actually going to solve that problem. So, when you ask your solution questions, you're going to give your prospect time to think. Okay, that's very key. Now, I see when I train sales people sometimes, because I I have some sales people record themselves so I can kind of see what they're doing. And what I noticed in the very beginning because you're just you're just conditioned with these old school way of

thinking about selling that you just if you ask a question they don't answer like oh my gosh I just lost control of the sale. I got to jump in and answer that question. But nothing could be further from the truth. Never ever jump in and answer the question you asked a person. I've literally asked a solution question or a problem awareness question and literally sat there and watched their facial expressions think for a full minute before they answered. And I just sat there and just looked at it just like that. Let them think. Let them come up. Let them process it. Because if you cut them off and answer it, number one, it it's makes you look really stupid, but it's very rude and it doesn't allow your prospect to participate and come to their own conclusions because you have to get them involved emotionally. Okay? So when they do answer, it allows them to connect emotionally and to own the problem, want to

solve it. Okay? Okay, so remember you got to stay on track with your focus on

helping them and not what? Not selling them. Okay, so remember to ask more sevenfigure probing questions that we went over like I said last week within problem awareness questions. Okay. So, when you ask your potential customer to expand on what they just told you, it lets them reveal the advantages of benefits of what your solution will do for them and what it means for them and what it will allow them to do. Okay? So, instead of just moving on to another question when they answer, I want you to start probing deeper. You're going to go deeper by asking questions like I put here on this slide. Um, Sally, why is that? Or Sally, you you mentioned that you you know that you wanted to get a different service. Why now though? Okay, let's say if you're selling surgical surgical instruments like we were talking about with Shane or Sally, why is that so important for you now to have more quality? Okay, why is that so important for you? Because when they tell you why it's important for them to

do something now, more importantly, who are they telling that to? They're telling themselves. And when they tell themselves why they need to make changes now, do you think that is more persuasive than you telling them they should do it now? Okay, you guys. Yeah, of course. You're starting to get the picture here. So, these questions are just another way of asking this. Okay, this is what you're looking for. How they see the benefits of solving their problems. Okay, this is what you're looking for. This is the last question I put on here. how they see the benefits of solving their problems and changing their situation. I've even asked questions like that when I when I sold coaching services and marketing services and all those type of thing, marketing conferences, investment conference. John, how do you see the benefits of solving your problem? And then they're like, well, it would do this, it would do that, it would do that. And they would tell themselves all the great benefits of them changing. And

is that more persuasive than you telling them the benefits of changing? Of course it is. Okay. So, the answers you're getting are what is making the prospect actually convince and sell themselves on the idea of changing. And who are they going to do that with? Well, they're going to do it with you because you're facilitating all that. You're the person they look to as the go-to person. You're the trusted one. You're helping them come up with that information by your questions. Okay? Because you're far different than any other salesperson they have ever spoke to. They feel your intent. They bond with you and they trust you 100%. Okay, so these questions can be turned towards the future for them. This is what solution questions do. Now, solution questions sometimes will bring up the past, but you're also going to turn them towards the future. I'm going to show you how to do that. Okay, so for your product or service to bring change in products to well

progress to your customer's world. So, let's look at this for a second. Okay, here's what I mean by this. All right. So, speaking to the customer, this is what you, the salesperson, will ask. This is where you're more focused on moving forward in the future with your solution questions. Now, here's what they mean. You're not going to ask these, but here's what they mean. You don't you won't ask these guys. Don't don't come out and say, "What is it they are looking for? What do they want?" You're not going to

ask that. But this is the mindset. So, number one, what is it they're looking for? What do they want? Okay, meaning what kinds of product, type of service, what features, what applications, etc. Number two, how many how much do they want? Do they need this much or that much? You got to quantify the need for the product or service. Number three, when is the product or service going to be used? Meaning a date for startup preparations, maybe the date of delivery

or implementing or a date of a signed agreement. See how that works? Okay. Four, how long or how often is the product or service going to be used? What's the frequency, the duration, the time frame? Number five, who is involved on their site? Who's involved? Who? Okay, so how long? Who? That means who's involved in making the decision other than them and other persons within the company who would be using the product or service as well. And number six, finally where. So where where is the product or service going to be delivered or actually used? Does location enter in the conversation? Now realize not every question above will be necessary. Only those questions that are relevant to your type of business. Okay? So, for example, where would be unnecessary if location has nothing to do with the product or service you sell. Okay, so why does your prospect need help with making decisions sometimes? Why? Okay, here's why. You have to realize that decisions are stepping stones. Okay, they're stepping stones to

making the final decision to purchase [clears throat] what you're selling. That's all they are. So, your potential customer is transferring money to you for your promise solution that will solve their problem. That's really what selling is, right? You're being of service and what they're doing is they're transferring money to you for your promise solution that's going to solve what they that what their problems are. Okay? But remember, and we went over this in week one, in the post-trust era that we live in today, your customers are far more skeptical than ever that once they transfer their money to you for your solution that you're just you might let them down cuz it's happened to them in the past. They will ask in their minds, "What if this product or service doesn't do what it says? What if they can't perform? How bad am I going to look towards my boss or my spouse?" You have to realize those questions are going through their mind

when you're speaking with them. Okay. So, during the solution stage, you can start interjecting what I call pretend questions. Okay. I'm going to move this forward here. Okay. So, pretend questions. Let me go back here. Yeah. Okay. I think we're right here. Um, where am I at on these slides? Oh, yeah. Okay. Yeah. So, these are pretend questions. So they get your potential customer to make smaller decisions to move them forward in the buying process for the bigger decision. Okay? Now understand if you do not use these correctly, if you don't do this right, so this is where you need to pay attention, you will actually trigger sales pressure on your potential customer. So if you ask them, when do you want to start? I'm going to go back here. So if you ask them, hey Sally, when do you want to start? to your prospect. That would create nearly as much sales pressure as their final decision to purchase your product or service. Right? Do you see that? Another example would be if you ask them, "How

many do you want?" or "How much do you need?" That question, if asked too early in the conversation, will bring automatic pressure to your prospect and make them feel uncomfortable. You have to realize that. So, stay away from those questions. Realize your customer knows where those questions lead, right? Because you know too, if a salesperson asks you, "How many do you want?" and you haven't even decided if you're going to buy, you know where that question is leading. They're trying to close you, right? So, your customer when you ask those questions, they might say, "Well, wait, slow down. I'm not I'm not ready for that. I'm just trying to get more information or I need to think it over." Right? So, your potential customers, if they feel that sales pressure, what do they do? They invariably move away from making a buying decision. Okay? This is where you get objections like this. Well, John, let me think it over. Or Shane, you know, let me get back to you

in a few weeks. Or, you know, uh, Pierre, I need to talk to my spouse. We're just, you know, we're still kind of looking around. This is why you're getting those objections, just so you know, okay? Because you're asking questions and you're using words that are triggering pressure and you're turning them off, okay? So, I'm trying to help you avoid that. So, if you can ask questions to get your prospects to imagine the future, they will see themselves in it. They're going to see their role in the future. Okay? So, when you imagine the future, it leads a person to take responsibility in shaping it and making the future happen. Now, when you can get your potential customer to answer these questions, they're going to take responsibility and own the process, to own their problems, and to own the solution and changing their situation. Okay? So, you can ask questions like this. Okay? And I used to ask this one all the time. This is a money solution question.

Now it depends on what you sell how you would ask this. Okay. So this is just a generic question. We would fit it into your industry. So uh John, how do you see your life being different than it is now? So you solving that problem, how would your life be different than it is now? So you solving that problem, how would it be different for you than it is now? So in the same example, Shane said he sold surgical repair equipment. So Sally, you solving those problems of of getting a a higher quality repair service for a reduced cost. How do you see been how do you see that being different for your company than it is now? See how you would use that? So this is a generic solution question. Like I said, you're going to plug in what they told you they want changed and you're going to ask them, how would it be different for them by making that change? How would it be different for them by making that change? And then here's the emotional question. How would that make you feel? Okay, we're asking a

logical question first. How do you see your life being different than it is now? Or how would it be different for you than it is now? That's a logical question. They're going to give you logical answers. And then how would that make you feel? That's an emotional question. Logic, emotion, both. So your skilled questions you're learning are going to remove pressure from your potential customer and make them feel comfortable to open up to you. Okay. It is far easier for a prospect to answer your question a way that's just a let's pretend for a moment type of question. Meaning what they answer now doesn't really

count. It's only seen with your imagination. It's just pretend. So let me give you a few rules of this though so you understand how this what I mean by this. Okay. So here are the rules for pretend questions. Rule number one, you have to use conditional language. Conditional languaging. Okay, you have to make the decision conditional. Meaning your question could look

something like this. John, if you were to go ahead with this, when would you do that? Sally, if you were to go tohead with this repair service, when would you do that? Sally, if you were to go ahead with this investment or Sally, if you were to go ahead with different investing, when would you do that? Doesn't matter what you sell. So if you were to go ahead with this, when would you do that? Meaning just for a moment pretend, imagine going ahead with the final decision. Now in that case, when would the product or service be delivered begin etc. Okay. So the front end of that question is what is called a leadin. Write that down. Leadin. The last part of the question will bring out a specific decision such as and I wrote it down here. If you were to go ahead with when would you? Where would you? What kind would you? How many would you? So, you can use either of those. Any of those. If you were to go ahead with this, what kind would you? If you were to go ahead with this, Sally, how many

would you? If you were to go ahead with this, John, where would you or when would you? See, just just a very good formula there. So, the great part about pretend questions is that they're very easy to answer. Why? because they don't contain pressure or risk for your prospect. You got to eliminate the risk for them and they feel comfortable. Nobody likes risk. So, you're asking these questions to elicit information, but also very importantly to have them make smaller commitments that lead you to being able to help them make the big commitment and purchase your product or service. Okay. So, the question uses conditional languaging that assures your prospect that the decision doesn't count. Let me let me kind of break this down for you. If you were So, that three those three words. If you were to go ahead with a new policy, when would you be starting? Let's say if you sold life insurance. Okay, it's easy. If John, if you were to go ahead with a new policy, when would you be starting?

John, if you were to go ahead with the new policy, when would you be starting? See how that's neutral? That's if you sold life insurance. I'm just giving you different examples. If you if were to and would are neutral languaging, it's pressure-free. Okay? Now, also very important, you do not want to include I and we. So, you're never going to say I and we. If you say I and we, you're going to totally ruin this. Okay? You only only you, meaning the customer enters into the formula. If you were to decide on a specific home we have looked at, which one would you want to make an offer on? If you sold real estate, do you see how that works? Okay, you're not going to put I or we. So, let's say if you sell real estate, if you were to decide on a specific home, Mary, that we've already looked at, which one would you want to make an offer on? See how smooth, pressure-free that is? Very simple. Now, let's go to pretend rule number two. We have to remove you as a salesperson. Okay?

You have to leave out I and focus on them in their world. Remember, you're sitting right next to your prospect or you might be on the phone with them. So, you're going to reduce your prospect's sense of

risk by being neutral and using neutral language. And so, here is how not to do it. This is the wrong way. Okay. Average salesperson would say it like this. Uh John, if I could get and let's say if you sold financial services or let's say you're raising capital for your company because I've trained a lot of sales people to go out and raise capital for their companies. Okay. So, uh I noticed a lot of average sales per people would come to me and this is what they say and I almost slapped them in the face. This is so bad. They would say, "If I could get you to agree that my investment opportunity is a good idea, when could I get you to sign the contract?" Okay. If I could get you to agree that my He used I and my investment opportunity is a good idea. When could I

get you to sign the contract? Now, what is a salesperson doing wrong here? Who is a salesperson focusing on? They're focusing on themselves and their agenda of making the sale, right? You're focused on your world and not your customer's world. Okay? So, when you use I and my, it paints a picture in your potential customer's mind that you were only there for who? For yourself and not for them. So, your assumption it would really cancel the benefit of using conditional words. So, never use I or my horrible words. Okay. It will it will definitely cause your prospects to get defensive most of the time unless they're just a lay down sale. And even if you have a layown, sometimes it'll it'll cause them to become defensive. So, pretend rule number three, and that is removal of the company and product name. Let me be specific. So, you have to keep your wording within your questions very neutral. Okay? Your questions do not assume that the customer has made a purchasing decision yet. So therefore,

always exclude your company's name and your product or services name from the question. Never use that. Keep your question neutral. Here's a way not to do this. Now, let's say if you sold internet service to hotels or businesses, okay, you sold your internet services to hotels and businesses. This is the wrong way. Mary, if you go with our XYZ internet service program, which of your hotel locations would come under the XYZ internet service contract? Okay. So when you ask your prospect to make a conditional decision and you attach your name of your company here it was XYZ internet service program it comes across to your customer like you're assuming they're going to purchase. It's risky for them. Your company name creates more sales pressure especially if the customer is already using another company's service or product. Why? Because two product or service names are colliding in their mind. Well crap I already used that company. this company wants me to use

again. So, it's just colliding in their mind. It doesn't make sense yet at this point. Okay. So, just rephrase your question to this. It's the same question, but it's more neutral. Uh Mary, if you were to start a new internet service program, which of your hotel locations would you be using that service? I basically, you see, I just I just asked the same question, but I asked it far more neutral, less pressure, no risk. Mary, if you were to start a new internet service program, which of your hotel locations would be using the service? You didn't attach your name. You didn't attach I or my. You didn't attach your company's name. You just said generic. If if you were to start a new internet service program doesn't have your name in it or your company's name, which of your hotel locations would be using the service? See, so during the

engagement process and within the solution stage, your potential customer comes to the conclusion that you had a hand in the

decision-making process. So by your easily answered questions, you've helped your prospect think through that decision. So your potential customer identifies with you and of course will weigh alternatives in your favor. Okay? which gives you a complete advantage over any competitor who sells the same product or service that you do that's also trying to sell to them. Why? Because your competitors do not assist in the process with a customer like you have. They're just getting surfaced answers. They're not going deep enough. Then the decision that really counts is what? It's a customer's final decision to buy from you. So if you're present when a final decision is made by a prospect, chances are extremely strong. eight, nine out of 10en times that it's going to be in your favor. And the great thing is if you're not present at the final decision, the conditional decisions that help facilitate have deep internal impression on your prospect and it sticks with them when they're making

that decision. So ask solution questions and give your prospect time to think. And like I said earlier, when you do that, it allows them to get in touch with their inner self. you you just continue asking more questions to pro deeper in that conversation. Remember, focus on them and their world and you stay safe in their minds as a salesperson who they should go with all the time because they trust you and your intent to help them, not just sell them. Okay. Now, here are some more solution questions you could ask that I'm going to give you here. Now, I will tell you, usually you'll only ask two to three of these after you've asked them your problem awareness questions. But here's what you're looking for from the questions. What would you do to change your situation? That's really what you're looking for. What would you do to change your situation? Here's some questions, and these are generic. If we just plug in what you sell, uh, so Mary, have you looked for

anything that would give you what you're wanting? Or, what have you done about it, if anything? Or before you found us, were you out there looking for to change your situation? Or this, uh, well, what did you find? Okay. How did you how did that work for you? Let's say if they had another company they found. Or what would you do about it if you could? Or why is that? Or what's prevented you from making a change in the past? Or what's preventing you from changing your situation? Okay. Get them to think why they haven't changed in the past. Okay. Now, here's some uh some more examples of how to ask these questions. And like I said, I'm just going to give you examples from different industry from four or five different industries. You're just going to plug in what you sell. Doesn't matter. Now, for example, let's say you sell real estate. Maybe something like this. This would be a solution question. George, you had said you wanted to have your family live in a

safer neighborhood. Um, what would that do for you personally to be able to do that? George, you said you wanted to have your family be in a safer neighborhood. What would that do for you personally to be able to do that? And then he's going to tell you what it's going to do for him. Amy, let's say if you sold network marketing. And I train a lot of network marketers that sell business opportunities or

homebased businesses or health coaching. Doesn't matter. Amy, you starting your own business, what would that do for you and your family? Amy, you starting your own business, what would that do for you and your family? Why do you think it'd be a good time to do this now, though? Why now, though? See how that works? Why? Why now? So, let's say Amy says, "Well, I want to have more time with my kids. I want to be able to make more money." Well, why now, though? Why is that important to you now? And then they tell you and more importantly, who do they tell?

Themselves. See how that works? Now, uh let's let's do another. Let's say you're out raising capital for your company or doing some type of investment firm. Okay. So, Mary, suppose you put a portion of your principle in investment that would give you a higher return but with minimal risk. Would that help you more? How would it make you feel to be driving this sports car? Let's say if you sold cars, Mary, how would it make you feel to be driving this car? See, that's a solution question. Or this one. Let's say you're a recruiter for a staffing company. So, John, you making more money than your job you have now. How do you see your life being different than it is now? Or what ways would this help you? Or is there any other way you you see this helping you? What ways would this help you, John? Is there any way you could see this helping you? Now, let me give you some other examples. Okay, remember you're looking for what would you do to change your situation? This is what

you're looking for. Okay, going to give and some of these I've already given you. I'm just kind of reminding you here. What have you done about changing your situation, John? What would you do about it if you could? Why is that? Why is that important to you now, though? How do you see the advantages of you solving your problem? Or what's prevented you? Oh, guys, I will tell you this question. How do you see the advantages of you solving this problem is an extremely powerful solution question because I guarantee you when you tell them when you ask them that question they're going to tell you the advantages of them solving that problem but more importantly who are they telling they're telling themselves they're persuading themselves they want to change it okay now like I said here I'm going to give you a few examples of some sales conversations then I'm going to bring a few of you out real quick before we end the call. So, I'm going to give you an

examples of what a sales conversation will look like using solution questions. Now, many of the questions will be the same no matter what the situation is. Now, sometimes I'm going to tell you they will be different. Sometimes you're going to ask more, sometimes you're going to ask less solution question. It just depends on the answers are giving back to you from your questions. So, let's pretend in this example that you sell and I'm going to give you three industries. network marketing or you sell franchises or business opportunities. Okay, I'm going to give you an example of this. All the solution questions you ask. Now, from your problem awareness questions you've asked, you've learned that they're looking for a business they could start so they could increase their income. But it's also important for them to have more time at home with their kids. Like I said, whatever you sell, you know, Shane, if you sold surgical repair equipment, you're just plugging this in.

And I'm just going to give you guys different examples so you can see how this role play would work. Okay. So let's say in this example you sell network marketing franchises or businesses or opportunities like that. Okay. Let's go ahead and dive in here. So let's say your prospect her name is Mary. Okay. So here's a solution question. So Mary I mean what have you done in the past about finding a business so you could make more money? Remember you're plugging in what they told you they want. Mary says, [sighs and gasps] "Well, you know, Jeremy, I've tried another business I found online, but I really didn't make much money from it." Then you would say, "Well, I'm curious what what held you back from having success, though." Now, you want to ask this question so you can find out why they didn't have results so you know how to better frame what your features and benefits. And then Mary might say, "Well, I just felt they didn't train me enough." Okay. Then you

would say something like, "Well, what do you mean by that?" Mary would say, "Well, I did what they told me to do, but it didn't really seem to work for me." Then you would ask something like this. So, let me make sure I understand. If there were others in that business making money, what do you think prevented you from doing the same thing? Then, now like like I said, this might not even apply to your industry or space, but I'm just going to give you examples here. So, you'd want to ask this if you were selling this because you would have to get them to tell themselves the reason why they didn't have success was because of themselves, no one else. So, without them admitting to themselves that they were more than likely having the same concern about your business opportunity you're offering them. Okay. Now, Mary might say, "Well, I guess I just didn't have the time to really focus on it." Then you would say, "Okay, so training and

support is important to you then." Mary might say, "Well, yeah, it's very important." Okay. anything else you're looking for in a business? And Mary might say, well, I'm also looking for something where I could create my own schedule. Then you would say, well, why is that important to you now, though? Why why is that creating your own schedule? Why is that so important to you now? Mary might say, well, it's important because I don't feel like I'm getting enough with my two little girls, and I feel the babysitter is raising them more than I am. Then you might say, has that had an impact on you? Then Mary might say, "Well, for sure it's made me feel like I'm such a bad parent." Okay, so they're starting what's what what are you bringing out by these questions? What are you bringing out? When you say, "Has that had an impact on you? You're bringing out their emotions." Right? See how that works? You're not just bringing

out logic, you're bringing out the emotion. And that's where 99.9% of the sales made. I will tell you that people never make decisions on logic. They always make it on emotion and justify it with logic. Okay. And so let's say that she says that you say, "Well, I see what you're saying. Tell me what what about the income? You had mentioned before you wanted to make more money. What would be your ideal income annually?" And Mary might say, "Well, you know, if I could make 150,000 a year, I'd be so happy." Okay. And you would ask, "So with your job now, how close are you to making 150,000 a year?" And Mary might say, "Well, I'm about halfway there. about 75,000 a year. And you might say, well, so if

you stay in that job and just, you know, be realistic with me, how many years would it take you before you're making 150K every single year? Now, whatever industry you're in, this is a very important question. So, you basically take them back to the past.

So, you if you stay with this service or product, what would happen if nothing changes? Do you see how that works? So this is so for business opportunities and network marketing or franchises. This is the question we would ask. If you're in a different industry, you would still use the same formula. You would just plug it in. So basically, if they stay with what they have, how's that going to affect them? See how that works? Now Mary might say, "Oh gosh, I would never be able to do that in that job." Okay, so let's say that we got you up to that 150,000 year. What would you do with it? Now that's a logical question, right? She's going to give us a logical answer. Oh, wow. you know, I'd buy a home for my kids and I'd probably quit my job. Then you're going to ask emotional question. What would that do for you personally? What would that do for you personally? See how that works? And then they're going to give you what? An emotional answer. Is this starting to make sense? Well,

that would release so much stress for my life. Right now, I don't have any time for my kids. So, you know, if I could find a way to leave my job, that'd be awesome. So, when you say you've had stress, how long have you had that stress in your life? That's an emotional question. Oh gosh, it's probably been 5 to 6 years since my two daughters were born. It just tears me up inside not seeing them, but more than a few hours a day. Okay, so you making that money, how do you see your life being different than it is now? And that's a logical question. They're going to give you a logical answer here. Oh gosh, it'd be so dear. I don't even know. It' give me so much more time with the girls. I would love that. Okay. Well, how would it make you feel to have that time with your girls? Emotional question. Logical question. Logical answers. Then emotional question. Emotional answers. Are you with me? Now, she might say, "Well, I feel like I'm finally their mom. I'd

feel like I'm there for them. I'm not absent from their lives." And then you would ask, "Well, can I ask you another question?" Mary says, "Sure." And and I hate to ask you this because I enjoyed our conversation, but now you will then ask one of the most powerful questions that you can ever learn from me and it's called a consequence question. We will go over consequence questions next week in week six train. I know I'm leaving you on the hook there, guys. It's like it's like one of those episodes of like lost and you're at the end of the show and you're like, "Oh my gosh, that was amazing." and they're and they say, "Well, we'll continue that next week." Okay? So, I left you on the hook there. So, let's go over just real quick here before I bring a couple of you out here to role play. Let's go over another example conversation on solution questions because I want you to be able to see how this works for any industry.

Now, we don't have time to go through 50 industries tonight, but I just want to show you it works for anything you sell or any industry you're in. Okay? Now, in this example, let's say that you sell lead generation services. Okay? train a lot of people in this too in marketing and stuff. Could be advertising,

lead generation, doesn't matter. Notice how the formula stays exactly the same with the previous industry that we just went over, which is network marketing or, you know, business opportunities or franchises. So, in this example, let's say you sell lead generation services. Your prospect's name is Keith. So, Keith, before you started talking with us here at XYZ lead services, were you out there looking for higher quality leads for your business? Now, you would plug in higher quality leads if they told you they're looking for higher quality leads. Keith might say, "Well, you know, we did start using a company that's done a somewhat decent job of getting our sales people good

leads. Can you tell me can you tell me more about this company you're using?" So, you're asking them to expand. Most sales people would never ask that question. They never go there. Can you tell me more about this company you're using? Well, yeah, sure. I mean, we started using them about nine months ago and and so far we've had an increase of sales about 15%. I mean, we're actually, you know, we're happy about it. Oh, [snorts] that's really good. Um, tell me, you said just a second ago that they were that this company you're with were doing a somewhat decent job. Can you tell me what you meant by somewhat? Do you see how you caught that? Most salespeople would never catch when they say they've done a somewhat decent job of getting our salespeople good leads. They would never catch what somewhat actually means. You, on the other hand, because of your skills you're learning, would always pick up on that. That's good. Tell tell me, you said just a

second ago that they were doing a somewhat decent job. Can you tell me what you meant by somewhat? Okay, now we're going deeper. See how we go deeper? Most sales people would just skim over that, start going in their presentation, the figures, all the stuff, their solution, and then get rejected and not make the sale. You're different, though. You're going to go deeper. Keith might come back and say, "Well, you know, our sales people are selling more, but in the same sense, they're telling us that they're having to call more leads to make those sales. So, we're actually having to spend more money now on leads." Okay, so when you say more money, can you be more specific, Keith? See how you'd ask that question? Yeah, for sure. I mean, we're we're spending about 12% more. So, we're still making more sales, you know, to the increased marketing spend, but we'd like to get that lead cost down. That was really what we wanted to do. Okay. And then [clears throat] let me go

back here. Okay. Uh yeah, went ahead here. So, okay, this is where you catch it. So, getting that lead cost down. Why? Why is that important to you now, though? See how we asked that? So, we said they want to get the lead cost down and you're just probing. Well, why is that important to you now though? Now, you're going to find out the emotion. Keith says, "Well, I mean, it's really important. I I don't want to say anything. Just keep this between me and you, but our CEO wants us to have a net increase in sales this year of 40%. It's crazy. And so far, we're only at 15% and we've only got about 3 to four months left of the year. Oh, I see, Keith. Um, so if you don't get that 40, that 40% increase, would that have an impact on you? Do you see how you go deeper than any other salesperson goes deeper with this person? What would most sales people say? they wouldn't even get to that point, let alone but let's say

they did magically mistakenly get to that point

uh asking them about what they, you know, why getting lead costs was important to them and they did tell them, they would just kind of skim over there and go to their next question or, you know, present some features or benefits. But you're different. You're going to ask them to expand that. So, if you don't get to that 40% increase, would that have an impact on you? Let's see what Keith says. Oh, yeah. Yeah. I mean, I think my whole department would get replaced. I mean, he was very specific on this. Okay. So, possibly losing your job then. You losing your job. I hate to ask you, but what would that do for you personally? Oh gosh, it would be devastating. Keith says, you know, I've got two young kids and my spouse to take care of it. If I get replaced, it might be hard for me to find this type of high level position for years. I see. So besides you wanting higher quality leads, what are you looking for with the lead provider company? What would be like your

idea criteria? And Keith might say something like this. Well, for sure we'd want a more targeted lead. You know, one that when our salespeople call, they actually know who they are. You know, right now when they call, they really have to remind the lead who they even are that they responded to an ad. We just want more targeted leads. And then you would say this, I sense that it's important to you. Now, that's a probing statement. Probing doesn't necessarily have to be a question. Sometimes you can make statements. I sense that's important to you. Oh yeah, for sure. Now, and then you would say, "Anything else you're looking for in a lead provider company?" You always want to ask cuz sometimes they'll tell you. Sometimes they might, "No, I think that's pretty good." But about half the time like, "Yeah, we want this, this, and this." Keith would say, "Well, yeah, we also want someone who can get a hold of uh how we can get a hold of if we

have problems because right now the company we're with, it seems like sometimes we're just not a priority to them." Now, do you know what he means by that? No. So, you need to ask, "Well, well, how do you mean when you say not a priority to them, Keith?" And Keith might say, "Well, when we have a problem, it seems [clears throat] like it literally takes them a day or two to even get back to us. Okay, so the support is important to you then. Oh, yeah. It's way important. Okay, so let's say we were able to get you a higher, more targeted lead. What would that do for your sales team? See how we asked him that question? See how he we're asking a solution question to do what? What is it making him do? Let's say that we were able to get you a higher, more quality lead. See how that's neutral? What would that do for your sales team? When I ask, "What would that do for your sales team?" What is he going to think about? He's going to think about the

future, about his salespeople getting a higher quality lead. See, we're we're getting him to focus on solving the problem with the future. See how that works? Okay. Now, let's say um he would he might say something like this. Um, okay. So then, okay, so let's say Okay, he would say, "Well, if you could actually do that and we had a more targeted lead, then I think we could get to that 40% increase in sales, you know, in the next four months, I think we could do it." Okay, so you getting to that 40% increase in sales. What

What would that do for you personally? See how we're asking that? Keith would say, "Well, gosh, it would take away so much stress I'm having now." Stress. Okay. So, do you see how one word you ask like this can be very powerful? Now, let me tell you this. If you're calling on the phone, you wouldn't just say stress because it's not as powerful. You'd probably want to say, "Well, what do you mean by stress? What do you mean

by stress?" If you're on the phone, because they can't see, they can't see your facial expressions. They can't see any of your body language. They just see your voice. They just hear your voice. Okay? Now, if you're in front of that person talking to them, you could literally use one word, stress, and kind of have your facial expression like a question on your face, like stress, and they're going to be like, "Oh gosh, you know, Keith might say, well, since my CEO put that 40% increase on my shoulders, it's hard for me to even sleep at night." I see. So, besides lack of sleep, has it had an impact on you? Oh gosh. I mean, Jeremy, you have no idea. It's even causing me my family problems because I'm always zoned out when I'm at home. I'm thinking about work all the time. Do you see how you are going far deeper than any other salesperson that he's talking with? Now, if you're getting him to reveal all these emotions and feelings about if he doesn't change, he

could possibly lose his job, he could lose his family, he could get demoted, all that. Do you think any other salesperson is getting that information? No. They're just getting the facts. You're getting the facts. But more importantly, what are you getting? You're getting the feelings, the emotion behind those facts. So when they go to make a decision, even if your service is 20% more, it doesn't matter because they're emotionally connected to you and they trust you. They don't trust the sales people. They just got the facts. They only trust the people that they bonded with, the sales person they bonded. That's you. Okay? So you might say something like this. So Keith, you getting to that 40% increase. How how would your life be different than it is now? How would your life be different than it is now? Oh gosh, it would leave so much stress for me. But more importantly, my SE would be happy. I think he would even promote me to a possible partner in the firm here. I see. How would

that make you feel? emotional question. Keith might say, "Well, wow, if I could get promoted, my family would be so happy and it would be like a dream of mine come true." Okay, can I ask you something else? Yeah. Yeah, no problem. And I hate to ask you this because I, you know, I've enjoyed our conversation, but what what are you going to do now? [snorts] You're then going to ask a very powerful consequence question, which I'm going to give you access to all those next week in week six training. Okay. So, do you see how you're in a two-way dialogue now? And how your skilled solution questions, your clarifying questions, and your probing questions are bringing out their emotional side, their feelings. Okay? So, when you help them bring out their emotions, they start to own their problems and start to look at you as the only person, the only person who can help them solve those. So instead of looking at you as just another salesperson that they try to get rid of

and negotiate you down on price, they see you in a different viewpoint. So now they're seeing this

prospect's present situation. You're seeing it what their problems are, what's caused those, what they've done in the past to try and solve those, and what they would want to happen. Now, it's time to ask them what are called consequence questions to get them to imagine in their mind what it would be like if they don't do anything to solve those problems. Okay. After that, you're then going to ask them a qualifying question, which we are going to work on those next week to see how important it is for them to change your situation before transitioning into presenting your specific advantages and benefits of your solution. that's going to solve them problems. And we're also going to train uh to to train on the presenting stage in and in and uh week six next week as well. All right. So, I want to go ahead and bring out a few of you real quick. I want to discuss

a little bit more of the specific solution questions that we're going to use for your industry. We are about an hour and 10 here. I did tell you guys we'd be about an hour or so. So, I'm over I'm always over. Hopefully, you guys don't mind if I give you even more content than I promised. Okay. I think the 8week course is really about 14 to 15 hours when you break it down if you go through everything. So, real quick, let's uh I'm going to bring out one of you real quick. Let me get out of this. I'm going to pick somebody here. Who should I pick? Who should I pick here? Uh let's see. I'm going to pick Stephen Kennedy. Are you on Stephen Kennedy? Looks like I lost Stephen. Um who else could I pick here? What about cat? Cat, are you on? Cat Zeno. Cat, are you on? Cat Zeno? >> No, she stepped away for a little bit. >> Oh, okay. She stepped away. All right. When she comes back on, let me know. I might bring her out if we have time. Okay. >> All right.

>> All right. Let's see who do we else out here. Um, how about we bring out uh Lee? Do I have Lee on here? Lee, are you on? Do I have a Lee Lemule on here? >> Do I have a Lee? Well, where everybody at? I got I know a lot of you guys listen to the recordings of these. So, I'm going to start I'm just going to start picking you guys here. Uh, let's see. Uh, now, do I have What about Brian? Do I've got a Brian Cino on here. Brian, are you on? Yes. >> All right, Brian. Hallelujah. Somebody actually answered the call. Thanks for coming out, dude. Okay, so let's I want to work on a few solution questions for your industry with what you sell. Okay, so tell me what do you what uh industry are you in, Brian? >> I primarily build and uh help businesses with their lead generation. >> Okay, so Okay, so good. So, we kind of already went over some of that. So, you help them with lead generation. What type of lead generation do you do? Uh well, let's just say like for example

a a mortgage company. If someone were looking to refinance their house, >> okay, >> a lot of times they may just go to Google or whatnot. >> So just is just mortgage companies or is it any type of company looking for better leads? >> Well, I'm trying to get into a specialty, but you know, right now I'm working with it seems like I'm working with more mortgage brokers. >> Okay, so you're working with mortgage brokers, but you could be working with other companies possibly. Correct. Yes. >> Okay. All right. So, this is really easy. I mean, we kind of already gave examples here. So, you would The first solution question would be >> Hold on one second. I think Are you still on, Brian? >> Yeah, I'm here. >> Okay. So,

let's see here. Let's uh Well, let's role play here. Okay. So, your first question would be something like this. So, um, so Mary, before you found us, and what's your company's name, Brian?

>> Trackable Results. >> Trackable Results. Okay. Would you be talking to them on the phone or would you be actually in a meeting with them face to face? >> Um, a little bit of both. >> Okay. So, let's say you're meeting them face to face. Okay. And it doesn't matter if you're on the phone, it's pretty much the same. So you'd say, "So Mary, before you found us here at Trackable Results, were were you out there looking for a lead provider to get you what is your solution? Is it a better quality lead, Brian? >> Uh, well, just maybe more leads in general. >> So So you're more of a uh just getting you many as leads. So it's not necessarily like highly targeted, but just to get you a lot of leads. Is that what it is?" Are you asking about my business or me role playing with >> No, I'm not role playing. I'm asking about your business. I just want to get this as specific as possible for your situation.

>> Okay, I I see what you're saying. So, yeah. Well, typically what I do is um and I don't know if I'm answering the question or not. tell me if I'm wrong. But what typically what I do is I try to help people get found online and then I also help them get found uh with a posit so that you know by the time that they actually come on the website and they read the reviews they already see that person or that business as the obvious expert do business with. >> Okay. So it's not necessarily just like a ton of generic leads. It's actually like almost like it's kind of a reputation management thing slashmaking them look like they're authority for what they sell, right? >> Correct. >> Yeah. Fair. Okay. So, >> that helps me a little bit more specifics there. So, Mary, before you found us here at Trackable Results, were you out there looking for a company that could help you uh you know, more with you know, you looking like an expert on

the internet? Something like that, Brian. Okay. Okay. So, we'd we'd want to hone that down a little bit. So, when you when you go through like this, you know, the PDFs and things, take the formula and you would just plug that in. So, before and I'm just This is off the top of my head. I'd have to practice this more, but you know, before you found us here trackable results, were you out there looking for and then tell them what what they would normally be looking for. Does that make sense? >> Yeah. So that's a good question, uh, Jeremy, but one of the things is a lot of these people, they're they're so new to this industry or this knowledge that they don't even they're not even aware of like their reputation and how these things >> so that doesn't matter. >> So let's say you tell them that. So before you found me here, Trackable Results, were you out there looking for a company to do more reputational management for you? No, we weren't.

Well, really, what what prevented you from trying to do that? So, it doesn't matter if they haven't done it, Brian. All you would say is, "Well, what prevented you from doing that in the past?" And then they're going to tell >> That's a good question. >> Yeah. So, you would just say, "Well, what prevented you from doing that in the past?" You want them to get them to think, right? So, when you say, "Well, what prevented you from doing that in the past?" What does that do to them consciously and

subconsciously? It makes them think, "Well, why haven't I done that?" Does that make sense? >> Yeah. >> So, write that question. Well, what what's prevented you from doing that in the past then? Does that help you there? >> Yeah, that's very good. >> Okay. So, that question will get them to think and they'll be like, "Well, yeah, Doug, why haven't I done that?" Okay. So, when you get them to think and

question their beliefs on why they've allowed their situation to keep happening, they start to look at you as a what? As somebody they can trust, right? You're like their go-to person because no other salesperson's asking them these questions. Okay? Uh now here's other questions. So you know uh besides blank what are you looking for? Okay so let's say that they say you know they come around they say you know hey we're you know we're kind of looking for some reputational management or something. So besides reputation management you know some more of that. What are you looking for uh you know in a lead provider company? What would be your idea criteria? See how you'd ask that question? And then when you ask that question, what are they going to tell you, Ryan? They're going to tell you what they're looking for. See how that works? >> Sure. >> Okay. So, besides reputation management, what are you looking for in a lead provider company? I mean, what would be

like your ideal criteria and then they're going to tell you what they're looking for, right? And then you would say, "Anything else you're looking for in a lead in a lead provider?" See how that works? Now, you're going to have these questions on the PDF, okay? And now, let's say they were um uh you say, "Anything else you're looking for in a lead provider?" And they might say, "Well, we're looking for this, this, and that." Okay? Then you might say, "Well, so let's say that we were able to, you know, get you more trackable results, you know, for your website. What would that do for you? What would that do for your business?" And and Brian, like I said, this is just off the top of my head. I don't know your industry like you do, but all you have to do is use the same formula and just plug in what they told you they're looking for and what your solution is. That's it. It's just a formula. >> Okay.

>> So, can I can I maybe ask you a couple other question? Oh, go ahead. I'm sorry. >> Yeah, let's go and practice then we're going to open it up for questions for sure. Okay. So, I got a couple more questions. So you say, so let's say that you were able to, you know, to get more trackable results, you know, get higher up on the search engine. What would that do for your business? Well, it would do this, it would do that. Well, in what way? Or how would it be different though? You being able to get more leads on your website, how would it how would your business be different than it is now? Well, you know, we'd [clears throat] be able to make more money. Our sales people get better quality leads. Okay. H how would that make you feel? Now, some sales people sigh away from that question. Like, I can't ask him how it would make them feel like they're they're just going to they're going to get mad at me. I will tell you that's not the case at all. If

you ask these questions, right, and you don't sound like a robot, it's just a normal conversation. It's just Brian, it's just like you talking to your friend. If you ask your friend, well, how how does that make you feel? He's not going to slap you in the face. He's going to tell you how it makes him feel, right? Because

he trusts you. Same thing with your prospects. Okay? All right. So, let's go ahead and open it up for questions. Got a few minutes here. Brian, I'm just going to open it up for you. Like I said, a lot of you guys listen to these recordings. I'd say less than even half of you guys even get on the live ones. You just go through the recordings, which I'm fine with. Uh Brian, what's your question real quick? >> Okay. I actually had a couple if you don't mind. Uh but one of them I think you may have just covered, but before when you were going over that stuff before I got on, you you were asking a lot of questions like probing questions.

Has anyone ever said like, you know, why are you asking all these questions? You know, what's with all these questions or, you know, get mad at you like that? I mean, >> well, you're Okay, so remember in the beginning of the training, we said we're only going to ask a few of those, right? >> I'm just I'm giving you six or seven, but you're not going to ask all six or seven. >> Because if you asked all six or seven, they would say what you just asked me. But if you ask a few, they wouldn't say that. Now, I will tell you what will happen, Brian. If you don't ask any, they're just going to look at you as another salesperson trying to sell them something. Does that help? >> Okay. Yeah. No, that that's good. And it sounds to me like we need to transform said before about the old model from the to the new model. Sounds like we need to transform from to more of a consultant. Is that safe to say? Well, in in your opinion, what what is selling, Brian?

>> Well, like you know, like using like the Brian Tracy, well, you know, if you have this, it's going to help you with this, this, this, and it's going to lower your cost and help you get more leads, you know, kind of stuff like that. >> How many sales people >> How many sales people in your industry say those things when they're selling? >> Everyone. >> Okay. So, if you're saying what everybody else is saying to the same prospect, what do you think your prospect views views you as? >> Shake razor. [laughter] >> They view you as just another salesperson, right? There's there's no different. So, when you ask these questions in your probe deeper now, like I said, Brian, I just listed six or seven solution questions you could ask, but you're not going to ask all of them. You're only going to ask a few of them. Okay? Make sense? Okay. >> Like I said, >> sure. >> Selling is what? >> The definition of selling, if you look

it up, is being of service. Okay. There's a difference. The old model teaches you to do what? You're basically a product or service pusher. You're talking about your features, your benefits, and your solutions 80 to 90% of the sale. The new model, you're focusing on what? becoming a problem finder and a problem solver. Now, who do you think your prospects care more about? You and what you think and your agenda of wanting to make the sale, or do you think they care more about themselves and what they're looking for? >> Yes, it's very good. >> See how that works? >> Okay, good. All right, Brian. Thanks. That was a good question. Uh, let's see what other questions do we have here. If you've got a question here, I might even just bring some of you out here. Uh, let's see. I'm going to just going to bring out a few of you here. Cordell. Cordell, I got Cordell Cook on here. Cordell, what's your question? >> Uh, can you hear me?

>> I can hear you, Cordell. Go ahead. Can you just a little I guess more need more clarity on how the questions I mean how many of the questions to ask the solution questions? >> Yeah. So just like I was telling Brian a second ago, you're only going to ask a few of those. Maybe two maybe three at the very most. Usually two. >> Are you in on the emotional question? >> Yeah. Okay. So yeah. So when I say a few I mean like big questions. So emotional, I'm not talking about like clarifying questions like how does that make you feel? That's not a solution question. That's a clarifying question. Okay. So what you need to do, Cordell, go back to the PDFs after you get off this tonight. The PDFs will be back there probably for you tomorrow and really look at the difference between what a clarifying question is compared to a solution question. So, if you go back to last week, uh, problem awareness questions, we talked a lot about what clarifying questions are, like how does that make

you feel? What would it do for you personally? That's not a solution question. Okay? You're asking a solution, >> such as, you know, before you found us here at uh XYZ lead generation company, were you out there looking for a company that would give you better leads? That's a solution question. And then they say, you know, we were we were out there, you know, we we weren't really doing anything. Well, what's prevented you? That would be a clarifying question or a probing question. Okay. So, that's not necessarily a solution question. Are you with make sense on that? >> Yeah, that makes sense. So, so how do you know when to stop with this? >> That's what I'm going to teach you. We haven't got there yet. Okay. Like I said, like I said, guys, each week we're putting together more of the puzzle. At the very end, I'm going to put everything together in a nice bow for you. Okay? So, I'm going to give you examples at the very end of the training

of different examples all the way from connecting questions all the way down to them purchasing all the way down to like closing or committing questions. Okay? So, you'll be able to see it, you know, scripted out. Okay? We just haven't got to that point. We're putting together the puzzle right now. We're getting closer, though. >> We're a little bit over. We're about 60% of the way there. And then at the very end, we put everything together for you. Okay? Just the easiest way to learn. Okay? Okay, I'm going to bring out uh Cat. Cat Zeno, are you on? >> Yes, I'm on. >> All right, Cat, what questions do you have tonight? >> Oh gosh, I just jumped in. Jeremy, I'm sorry. I was taking care of kids. Um >> All right. I forget. >> What question? >> Well, here this cat. So, have you have you already gone through uh the first four weeks of the training so far before you got on here? >> Yes. Yes. >> Okay, perfect. So, if you got any

questions, feel free to ask me. If not, you don't have to. >> Okay. Well, maybe you'll cover this in upcoming weeks, but how do you engage someone in a dialogue when it's an email communication? Because a lot of my leads will fill out my, you know, online contact form on my website and they'll want me to email them some information and pricing. So, how do I engage them in a dialogue when they just want information via email? the exact same way you would do it in person. You're just asking those questions in an email. So, it would take you a little bit longer. It take you a little bit longer, Cat. So, what do you actually sell, Cad? First of all, >> um event planning services. >> Event planning. So, you would

might email them back. Oh, hey, you know, Mary, I saw that you responded to my ad. I was just curious when you when you saw the ad, what was it about the ad, you know, about event planning that attracted your attention? See how that works? You're just you're

just asking the question in the email. >> Okay. And if if I'm not giving them what they asked for, if they're asking for like my pricing and I don't give that to them in the first email, you don't think they'll be like turned off by that? >> No, you I didn't say you didn't have to give them the pricing. Yeah, you definitely can give them pricing, but you need to have some questions in there, too. You if you just here's my pricing, then what are they what are they doing? They're just going to go out and shop 10 different event planners and find the cheapest price. So, you're not separating yourself from any other event planner that's trying to sell them, too. Do you see how that works? >> Yeah. >> If they say, "Hey, what's your pricing?" But my pricing is \$5,000 for this, this, and this. So all you're doing is giving them the price, your solution, and you're giving them the benefits, your solution, without first

finding out what their problem is or why they're even looking, right? You're you're no different than any other salesperson. So that's why, >> okay, >> you might not be getting as well, you're probably not getting as many sales as you should be or could be for sure. >> So if you put a couple questions like, hey, yeah, for sure. Yeah, I'll I'll I'll definitely give you the the price here, but I was just curious when you went through the ad, what was it about the site that attracted your attention or, you know, it might be appropriate. Yeah, I can give you the price. It might be appropriate if I knew a little bit more about you and kind of what you're looking for, for example. And then you ask a question about what they're looking for, and then you can put the price in there, too. You've got to separate yourself from other salespeople because all you do is if you're just presenting your solution and giving their price, there's no

difference between you and any other salesperson. All they're doing is shopping around to find the cheapest price. That that would be all you'd be doing. >> Okay, got it. >> Okay, make sense. >> Okay, that's helpful. Thank you. >> And C, you'll learn more about that as you go through the training. Guys, realize going through the 8week training, you're not going to go from making 30 grand a year to, you know, uh, a million dollars, you know, the next month without going through the training over and over and over again. When I learned these skills 10 years ago, it's not like I just heard my mentors for, you know, 8, 10, 12 hours. I'm like, "Oh, yeah, it makes complete sense. I've got everything down. Boom. I make a million dollars next year." Right? I practiced. I practiced. I practiced more. I practiced more and more and more and more. I wrote down all the questions. Background questions. I'd write down on a flashc card and I'd write down two or

three background questions. Solution questions. I'd write down a couple of solution questions. Problem awareness questions. I I wrote it all out in the format of the exact order. I'd go in and I I would sit at the, you know, the hair salon and the lady would start talking to me and I would ask her questions like background questions and problem awareness questions. I'm like, "Wow, this actually works. I can't believe it." You know, so when you practice that, cat, you're going to get better and better better. Your

first emails are probably going to get chopped up and but they'll probably do better than what you're doing now. I will tell you that by asking some of those questions, but you're going to get better and better and better as you do that. Okay? Now, when they do respond to your email, do you eventually talk to them on the phone or meet with them or how does that work? >> Um, if they engage in the email and they respond back, then eventually we either

get on the phone or meet in person. >> Yeah. And that's where you would really engage them more with those questions. So, in your email, you'd probably include a couple of those questions, but when you actually sit down and talk with them is really when you engage them the most. You with me? >> Yeah. So when I sit down and meet with them, when I sit down and meet that that's usually there's not a problem there. I can engage them. I dialogue. It's good. It's losing them after that first email because I guess they feel they have all the information they need. >> Yeah. And they don't they don't need you because you haven't involved in the process. >> So all you're doing it's like going into a doctor. If you went into the doctor and the let's just say the Okay, let me give you an example. Let's say that you're it's like you being a doctor going into the patient's room and just writing out a prescription and walking

out. If you were the patient, would you like, "Oh, yeah, that makes sense. I'm going to go get these drugs." No, you wouldn't because the doctor never involved you. What does a doctor do? He comes in, ask you, "What's the problem? What's hurting? What happened? What caused it? Have you had any medication in the past to try to overcome it?" See? See? See the difference there? >> Yeah. Because right now, you're just like the doctor coming into the room and saying, "Oh, here's the prescription. See you later." That's all that you're just offering your solution, right? >> So, when you come in, you're asking questions to find out why they're asking, what they're what they're looking for. I mean, how can you offer a solution without even knowing what they're looking for and why they're looking for? So, not even just what they're looking for, cat. Let's say they're let's say they email, "Oh, we're

looking for a event planner to do X, Y, and Z." Do you really know what that means without asking more clarifying questions? You would just be guessing, right? You don't really know what they mean 100%. You'd be guessing. So, you need to involve them more by asking them what they mean by those things. Let's say if they say, "Well, we need we need uh we need uh 12 different tables and we need to start right on time." Okay. So, you know, right these 12 different tables and these chairs that you need. is is there a reason why you asked me for that or why is that important to you? And they're going to like, well, we need it because of this, this, and this. So, you got to probe deeper even if it's an email. Okay? And especially when you dialogue with them. Um, when you go and meet with them, if you use those questions I'm giving you, like connecting questions and, you know, just curious when you saw the ad, what was it about that attracted your attention,

they're going to be involved far more than you just going in and talking about your solution and benefits and features. Got it. >> Okay, that's helpful. Thank you. >> All right, you're just learning. Hang in there. [clears throat] >> All right. Uh guys, we got a lot of people. Let's see. You know, let's let's end the uh let's

I think we're good tonight. We're about an hour and a half. I I don't want to take you guys over that. So, this concludes the call. Now, a couple things that I want to go over with you real quick here that we're going to cover next week. So, we've talked about this a little bit briefly, but we're going to learn really the power behind what I call consequence questions. Okay? So, I'm actually going to give you, and I kind of said it a few times now, I'm going to give you the most powerful question that you'll ever ask your prospect that will get them to question their way of thinking so they become

open to changing their situation, buying from you. That's called a consequence question. We are going to train on that next week. There's a few of those we'll use. We'll also cover how to ask qualifying questions. So, next week I'm going to teach you how to qualify your prospects, okay? To discover really how important it is for them to change your situation and tell you the truth so you never have to chase them, okay? You're also going to learn how to open the door to presenting your solutions. We're going to talk about your presentation uh to really give them the specific advantages and benefits of what you're offering from the answers they gave you from your questions. Okay. Now, next week's training, write this down, is going to be Tuesday, next Tuesday at 9:00 p.m. Eastern. So, it's going to be next Tuesday at 900 p.m. Eastern. Make sure you save that on your calendar. Like I said, if you can't make the live version, they get recorded. you'll just

plug into the recorded version uh even later that night or usually I post that by the next morning. So, next Tuesday night, 900 p.m. Eastern, 8 Central, 7 Mountain, 6 Pacific Standard. Uh this this webinar, this training is a wrap. I will see everybody next week. Thanks, guys.