**NEPQ Script**

**Five Stages of NEPQ**

* The Connection Stage
* The Engagement Stage
* Situation Questions
* Problem Awareness Questions
* Solution Awareness Questions
* Consequence Questions
* Qualifying Questions
* The Transition Stage
* The Presentation Stage
* The Commitment Stage

Always present yourself s Neutral, Calm and Detached.

**The Connection Stage**

Hey Prospects Name, this is just Your Name with the Conex Depot.

It looks like you filled out some info in the past about possibly getting help with storage solutions for your site, right?

                        Shuffle papers as if you were reading this info on them

Prospect Responds

Hey, and when you filled out that info, what was about it that attracted your attention?…

Do you know what you’re looking for?

(…) these indicate pauses in your conversation so that you sound more calm, neutral and detached.

Prospect Responds

Now this call is pretty basic, it’s really more for us to find out what you’re doing right now to help finding the right storage solutions, what results you’re getting, compared to what you might be wanting, to see what that gap looks like…

Towards the end of the call, if you feel like it might be what you’re looking for, we can talk about possible next steps…

Would that help you?

                YES – transition into Engagement Stage

                NO – go to next prospect

**The Engagement Stage**

* Situation Questions

So Prospects Name, can you walk me through what you’re doing now for storage at your site?

Prospect Responds

Depending on the prospects response, you will transition into possible solutions that are not shipping containers.

        What about a shed/barn/etc?

        Being portable? (Impact)

After each question let Prospect Respond but don’t answer the responses with solutions, instead Bridge the Questions with “ahh, I see, makes sense, etc.

Remember tonality, you don’t want to sound scripted.

* Problem Awareness Questions

I see Prospects Name, so with the current strategies to reduce your storage needs do you… do you LIKE… the results you’re getting?

Prospect Responds

1. YES – What do you like about them?

Prospect Responds

      So, to me, it sounds like things are going 100% perfect for you…What would you change if you could?

        Prospect Responds

Usually response will be “we like what we are doing but it’s not 100% perfect”

                              Not 100% perfect? {Concerned tone)

                                        Watch how they respond from there

1. NO – So what would you change if you could? (Curious tone)

Transition to Solution Awareness Questions

* Solution Awareness Questions
* Part 1

So before we got on this call Prospects Name, were you out there looking for solutions so that you could reduce your storage needs?

1. NO – What prevented you from doing it in the past?
2. YES –         What did you do?

Prospect Responds

How did that work out?

Prospect Responds

What kind of results did you get from it?

Prospect Responds

What do you think held you back from success?

Prospect Responds

        Use only 2 or max 3 of these with each Prospect

1. YES but with BAD results

Do you know if other people were getting better results from that?

Prospect Responds

Why do you think others were able to get better results, but you didn’t?

Prospect Responds

What do you think held you back from getting the kind of results you wanted at that time?

Prospect Responds

* Part 2

Ok, so let’s say we were able to reduce your storage needs and reduce your bill…like we do with our other clients…

I mean, it’s not gonna be much, but… around 5-10K or so over the next 10 years…what would that do for you personally?

Prospect Responds

What do you mean by that?

Prospect Responds

                Transition to Consequence Questions

* Consequence Questions

And Prospects Name, have you thought about what would happen if you don’t do anything about controlling and reducing your storage needs?

        Prospect Responds

Do you want to go through all of that…if you…if you didn’t have to?

        Prospect Responds

                Go on to Transition Stage

**The Transition Stage**

Based on what you told me… what we are doing could actually work for you…

Because you know how you said… repeat back what they said they wanted

And because of that, it’s making you feel … repeat back what they told you it’s doing to them emotionally.

I think you mentioned a little bit… stressed sometimes…

Prospect Responds

                Transition in to the Presentation Stage

**The Presentation Stage**

All right Prospects Name, so this call helps me better understand your situation and the challenges you and your family/business are going through compared to where you want to be…

Really the next step is, if it’s appropriate…

We would pick a time and date for you to go over any additional questions you may have

Would that help you?

Prospect Responds

Do you prefer mornings, afternoons or evenings?

Prospect Responds

I have available punch in 2 or max 3 options.

Prospect Responds

                Transition in to Commitment Stage

**The Commitment Stage**

Perfect, so Prospects Name, before I let you go…

Besides a meteor striking the earth and ending life as we know it or you secretly fighting crime like your friendly neighborhood Spider-Man…

Would there be any reason for you and your spouse not to be there at whatever time you agreed on?

Prospect Responds

Awesome, we will see you there. Have a great whatever the case may be.