

## NEPQ Framework

### 1. Connecting Stage

#### CONNECTING QUESTIONS

**Puts the focus on them and off you.**

Connect with *zero resistance*. *Disarm* your prospect and ignite curiosity that *pulls* them in.

### 2. Engagement Stage

#### SITUATION QUESTIONS

**Helps you and the prospect find out their current situation.**

Grasp their *bigger picture* and their current situation, laying a foundation that gets them to *open up*.

#### PROBLEM AWARENESS QUESTIONS

**Opens up the emotional door to finding out what their problems are, why they have those problems, and how it is affecting them.**

Neuro-emotional questions that reveal their *real* pain, and *probe deeper* into their emotional state.

#### SOLUTION AWARENESS QUESTIONS

**Helps them see what their future looks like once their problems are solved.**

Master the art of *talking less* and *listening more*, with advanced tonality that draws out their *drivers*.

#### CONSEQUENCE QUESTIONS

**Helps your prospect question their way of thinking and explore consequences if they do nothing.**

Powerfully position yourself as the expert in such a way that prospects *‘thank’* you and *want to pay* you!

#### QUALIFYING QUESTIONS

**Confirms how important it is for them to make a change and take action.**

Lead prospects to *persuade themselves* and see buying your solution as *their own idea!*

### 3. Transition Stage

#### TRANSITION QUESTIONS

**Transition to presenting your solution.**

Transition to your presentation in a way that’s natural and *smooth as butter*.

### 4. Presentation Stage

#### FEEDBACK | AGREEMENT

**Demonstrates how the specific advantages & benefits of your solution will solve their problem.**

Present perfectly in alignment with their *ideal criteria*.

### 5. Commitment Stage

#### COMMITTING QUESTIONS

**Helps them commit & take the next step towards purchasing your solution.**

Lead prospects to *‘close’ themselves*. No more objections either. You’ll simply *‘diffuse concerns.’*