



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.'