

Anxiety Question Examples

Anxiety Questions cause a Buyer to experience the consequences of not having your Solution. They create a sense of urgency when none exists. Anxiety Questions are provocative in nature. They challenge a Buyer's way of thinking.



- ✓ "Are you concerned about _____?"
- ✓ "Are you confident that _____?"
- ✓ "Is there a risk if _____?"
- ✓ "What is the implication of failure if _____?"

When to Use Anxiety Questions

When should you use Anxiety Questions with your buyer?

- ✓ They are overconfident or complacent
- ✓ They don't share Business Issues or Problems
- ✓ They think a competitor has a better Solution
- ✓ To help them believe in a new or unique way

Be provocative but don't damage rapport or trust. Help your buyer see things differently than they currently do.

How to Create Anxiety Questions

Follow these steps to construct useful Anxiety Questions.

1. Construct questions that include one or more of these:
 - a. **Solutions.** What thoughts do you want your prospect to have about your capabilities or company?
 - b. **Difficulties.** What difficulties would they experience without your solution?
 - c. **Consequences.** What consequences would they have without your solution?
2. After asking Anxiety Questions, transition to their situation.

Test your Anxiety Question with these criteria:

- ✓ Does it challenge status quo?
- ✓ Does it cause them to think differently about the future?
- ✓ Does it risk trust and rapport?