Power Questions

Mission: What is your mission?

Focus: Well what would you like to know about us? What would you like to focus on?

Assumptions: What do you know already about us?

Question to Question: Master the art of turning clients questions into questions so that they are the ones to answer.

Reaction: What do you think?

Is there a problem they have worth solving: What is this costing you right now?

Do they own the problem: Are you responsible for fixing this?

Is there dissatisfaction with current offering: How satisfied are you with the current solution?

Buyer trust: What other solutions are you looking at?

Care: Until people believe you care, they won’t fully engage with you. Make them believe you care through the little things.

Allegory of Caves: Questions help you see the world outside of your cave.

end.

Company Background: How did you get started? What was the toughest lesson you had to learn?

Jobs: No one could rival his sense of drama.

CEO Intake: You don’t communicate with CEOs with 100 slides, they digest information in short, concentrated bits. Top executives are not interested in methodology, they want to know if they can trust you.

Meals: Are good for relationship building.

Preparation: There is no substitute for a genuine lack of preparation.

Verbal Confidence: Avoid saying “ums”, “you know”.

Humility: To discover truth you must become as humble as the dust, you must believe you can learn from everything you encounter.

Awareness: Your bias and prejudices will blind you. Women often make decision about new car to buy but men often target sales to men.

Five Why’s: In consulting you have to get to the root of the problem or else you won’t fix anything. Why do you want to do that? Why is that happening? Why is that? How do you know that?

Dress: If you dress properly you think properly.

Trust Answer: You want to hire us because of our expertise, experience, efficiency, and reputation in the marketplace.

Customers: Who would you say your most valuable customer is?

Follow-Up: What would be a helpful follow up to this meeting?

Presentation: I have planned to cover the following areas. Which of these area are most valuable to you guys so that I can focus extra time on?

Books: Tell me a book you would recommend.