

**PROSPECTBOSS**

## **N.E.P.Q. BLACK BOOK OF QUESTIONS**



**PROSPECTBOSS SALES TEAM**

**912.491.2497**

**[mary@prospectboss.com](mailto:mary@prospectboss.com)**

# **WHAT NEPQ QUESTIONS DO FOR YOU?**

## WHAT NEPQ (NEURO-EMOTIONAL PERSUASION QUESTIONS) DO FOR YOU?

Let's explore the numerous benefits that NEPQ Questions (the New Model of Selling) can bring to you.

**First, questions gather, analyze, and diagnose.** They help uncover what their problems are, if any, and find out if they want to change their situation. They also help analyze and diagnose problems, their causes, and how these have affected prospects.

**Questions involve the other person.** It makes them feel that they are part of the process. When they answer you and you listen and respond to their answers by asking additional questions to go deeper in the conversation, you will gain more understanding. And they will feel that their ideas, comments, and concerns are respected and validated.

**Questions internally persuade your prospect.** By answering your skilled questions, your customers experience a very powerful internal motivator that will make them automatically feel like taking action now instead of 'someday'. You don't have to try and persuade them anymore. Just ask your NEPQ skilled questions that I will give you access to and then listen. You can literally "ask and listen" people into buying from you.

**Questions put you in complete control of the conversation.** Not for power or manipulation, but for you to keep the sales conversation on the right path. Questions serve as a strategic tool, enabling you to guide discussions purposefully and ensure they align with your intended objectives. By employing thoughtful questioning, you can shape the flow of the conversation, gather essential information, and foster a more collaborative and effective exchange with your audience.

**Questions persuade the other person.** By asking easy to answer questions, your prospect not only tells you what their problems are, why they have those problems (what caused them), and how these are affecting them, but most importantly, they are telling themselves!

Their answers can give them a different perspective on why they keep allowing their problems to happen. And these answers internally motivate them to want to change their situation.

Your questions empower your potential customers to get in touch with their emotional feelings about their present circumstances and want to do something about it. They will want to change, and they will want to make that change with YOU. They now view you as a 'trusted authority'.

A good doctor follows a similar approach. Instead of simply entering the room and providing a prescription (their solution), they begin by asking you questions about your problem, its root causes, and its impact on you, don't they? This is because offering a prescription without understanding the patient's perspective would be the doctor's solution, not the patient's. By posing questions, the patient, who responds to the doctor's questions, can share the details, including the circumstances and the nature of their pain.

The patient knows what their symptoms are, but they might not know the solution to their problem, but the doctor will. The patient feels like they are part of the process and because of that will more than likely accept the prescription (solution) the doctor gives them.

It can be the exact same thing with you, once you break the 'old model' of selling and learn how to communicate in the 'new economy'. Your prospects will discuss their situation with you as a 'trusted advisor'.

They will work with you to overcome any concerns they might have. They get to see problems they never thought they had by answering your skilled questions. It makes them want to move forward with you. And, at the end, they are more likely to look at and accept what you are offering them, and will purchase what you sell.

### **What else do questions do?**

**Questions reveal consequences.** Your questions will encourage your prospects to really think about the consequences of not making a change. How will they be affected if they don't do anything about solving their problems?

**Questions create value for you and your product/service.** By asking the right questions at the right time in the conversation, you automatically create value for who you are and what you represent. Your prospects will buy into you first, and the strength of how much you understand them will come from listening to their answers.

Let's look at an example. Say you sell franchises and you have a booth set up at a trade show. Someone comes up and asks you to Level 6 and tell them more about what you do. Instead of going into a classical sales pitch, find out why they asked. Briefly answer the question with your personalized introduction. This is where you tell them two to three generic problems they would associate with their industry and how what you do helps people solve those problems.

### ***You could say something like this:***

"Well, you know how a lot of people nowadays are finding it harder to get by with the corporate downsizing, the lack of job security, and the higher cost of living? What we do

is, we help people set up their own franchise business so they can start taking care of themselves and their families and have that control themselves.”

### ***What should you do next?***

You would IMMEDIATELY follow up with a question, what's called a situation question, such as... “Tell me what do you do for a living?”

You are now in a 2-way conversation. You will then start asking them situational questions about what they are presently doing, how long they have been doing it, what they like, what they don't like about it, and how they feel about it.

If you know the right skilled questions to ask them at the right time in the conversation, they will look very seriously about changing their situation. This is what I mean by questions create value in you and what you sell.

NEVER assume they are looking to start their own business just because they approached you. Find out what they are looking for by asking what problems they have, if any, why they have those problems, what it's doing to them, and whether or not they want to change their situation.

Now, there are a few more ways questions can help you out

**Questions get them to become open to your ideas.** You can make Level 7 suggestions like... “What if it wasn't what you thought it was? Would you be open to looking at it from another perspective?”

This is a big one. **Questions help your prospects overcome their own concerns.** This is key if you want to be at the top of sales in the 'New Economy'. When you're faced with a prospect who has a concern, instead of handling it like an objection, address them by asking questions to get behind the concern so that you can understand it. And ask skilled questions to help them come up with their own solution to overcome their own concern.

I know this is a lot of information, but just know that all the different types of questions, their sequence, and their structure will be broken down for you in an easy-to-understand way later on in this training. You'll learn what they are and when to use them to help you and your prospects clearly see where they are in their present situation, revealing any problems they have.

Here's a quick and effective tip for you: Transform your statements into questions. Instead of directly sharing your knowledge and possessions with potential customers,

initiate a conversation by asking questions that reveal and delve into their understanding of the topic.

If you tell your prospects your solution outright, you can be the one who ends up owning the problem and the solution. This would mean that your potential customer would be far less attached, as opposed to when they feel that they are part of the process and they own it. This is far less persuasive.

Observe what happens when your prospects engage in responding to your questions. As they process their thoughts, they begin to internalize the information while speaking. Through their answers, they actively contemplate their challenges, taking ownership of the desire to address and resolve these issues. By consciously and subconsciously internalizing their responses, they gain insight into and question their own beliefs, especially regarding the reasons they persist in maintaining their current situation.

When you ask these questions and people tell you their problems, Level 8 they are also telling themselves why they have those problems, what's causing those problems, and how important it is for them to change their problems.

People will start saying to themselves things like: "Gosh, why do I keep putting off buying life insurance for my family?" or "Why do I keep investing my money with this firm? Maybe I should look at what this guy is going over with me. Maybe I could probably get a higher return?" or "Why do I keep commuting to work an hour each way when I could be like this lady working from my home?" or "Wow, why do I keep advertising my business this way when I could be getting leads that have higher conversions for my sales team? "

They will keep questioning themselves. "What's preventing me from doing this? What's holding me back?" They will question why they allow themselves to stay in that same situation. Then, they will start to think about doing something to change their situation. When your potential clients get to this point, because of your questioning skills, they will start to persuade themselves that they are ready to make that change now—not in 6 months or a year, but NOW.

Which kind of persuasion is more powerful? When your prospect persuades themselves to wanting to make a change with you, or when you try to persuade them to make a change with you? I think you know the answer by now.

When someone persuades themselves, they're INTERNALLY motivated—or motivated by their reasons. There's a big difference between internal and external motivation. Do you know what the difference is? Externals tend to wear off, right? It's like jumping in the shower and getting all wet, but then you get out and dry off quickly. But internal motivation NEVER dies. Do you see the difference there?



So, later in the sales conversation, after you've listened... You can suggest that you might know of a solution that could take care of their problems or help them get where they are wanting to go in their lives. Do you think most of your potential customers would be open to listening to you? Of course they will, and you know what?

A very interesting thing will happen. Your potential client will like you. Prospects will start calling you back and chasing you rather than you chasing them. The reason for this is you have become what I call a "trusted authority", or "trusted advisor" in their eyes. Because for the first time in a long time they know that you are genuinely interested in them and what they are looking for. You're not just another salesperson trying to stuff your solution down their throat.

# **DIALOGUE FRAMEWORK QUESTIONS**



Now I am going to give you the Dialogue Framework questions you can use from A to Z.

## **CONNECTING QUESTIONS**

These questions put the focus on them and their world.

*"Have you found what you wanted, or are you still looking for..."*

*"I was just curious; what was it about the... that attracted your attention?"*

*"Anything else that attracted your attention?"*

## **SITUATION QUESTIONS**

What is their present situation?

Note: You will only use 3-4 situational questions at a time.

*"What are you doing now?"*

*"What are you using now?"*

*"Who do you use for...?"*

*"What type of..."*

*"What type of... are you...?"*

*"How long have you been...?"*

*"What got you involved with...?"*

*"What got you involved in...?"*

## **PROBLEM AWARENESS QUESTIONS**

These questions help answer: do they like their present situation, and what is their past history? You will ask as many of these questions as needed. On average, its usually 3-4, but sometimes a few more, depending on the answers you receive back.

*"Do you like what your...?"*

*"What do you like/don't like about...?"*

*"Why do you like/don't like..." (plug in what they like or don't like here)*

*"Is there anything else you like/don't like about..."*

*"Why do you like/don't like..." (plug in what they like or don't like here)*

## **TWO TRUTHS QUESTION**

Use this only if you need it.

Note: You will only use 3-4 situational questions at a time.

*"It sounds like things are going fairly well for you. Is there anything you would change about... if you could?"*

*"Why would you change that?"*

*"Why is that important to you now, though?"*

*"Has that had an impact on you? In what way?"*

*"How would you feel being able to do that?"*

*"What has stopped you from getting what you're looking for?"*

## **SOLUTION AWARENESS QUESTIONS**

What would they do to change if they could? These questions involve their ideas, and lets them own their problems emotionally. On average, you would probably ask 2-3 solutions questions in the conversation - sometimes more or less, depending on the answers you're getting back from your prospect.

*"Have you been out there looking for anything that would give you what you're wanting?"*

*"Have you been out there looking \_\_\_\_\_ that would \_\_\_\_\_?"*

*"What have you done about changing this, if anything?"*

*"How do you see your life being different than it is now?"*

*"You are solving this problem; how would it be different than it is now for you?"*

*"How would that make you feel?"*

*"What have you done about this, if anything?"*

*"What would you do about it if you could, though?"*

*"How do you see the benefits of you actually solving this problem?"*

*"What's prevented you in the past from changing your situation?"*

*"What did you find? How did that work for you?"*

*"What's prevented you from making a change in the past?"*

*"What's preventing you from changing your situation?"*

## **CONSEQUENCE QUESTIONS**

What will they do if they don't change their situation? Ask 1-2 of these normally in the conversation.

*"What if you don't do anything about this problem and your situation gets even worse?"*

*"What if this product/service you're thinking of didn't get you the results you thought it would?"*

*"Have you considered the possible ramifications of not doing anything about your situation?"*

*"Have you thought about what would happen if you didn't do anything about this?"*

*"What if...?"*

*"What are you going to do if nothing changes if you keep doing the same thing for the next 5-10 years?"*

*"What if you don't do anything about this and you keep..." (plug in what they said they don't want to keep happening)*

*"What are you going to do if nothing changes if you keep using the same product/service you are using now for the next 5-10 years?"*

### **QUALIFYING QUESTIONS**

How important is it for them to change their situation? Ask 1-2 of these normally during your conversation, depending on the answers they are giving back to you.

*"How important is it for you to change your situation and start...?"*

*"Why is that important to you now, though?"*

*"How would that make you feel to do that?"*

*"How important is it for you to solve this problem?"*

*"How do you see this being beneficial to you and your company?"*

*"What are some ways this could help you?"*

*"If you could... what would it do for you personally?"*

### **TRANSITION QUESTIONS**

*"Based on what you told me, what we are doing might actually work for you because you know how you said..." (plug in their logical problem)*

*"... and because of that, it's making you feel..." (plug in their emotional problems and feelings.)*

*"This is what we do..." (briefly describe the advantages and benefits of how your solution can solve their problem.)*

*"Does that feel as if it might be what you're looking for?"*

*"Why do you feel like it is though?"*

### **COMMITTING QUESTIONS**

Commitment to take the next step and purchase.

*"Do you feel like this could be the answer for you? Why, though?"*

*"Do you feel like this could be what you are looking for? Why do you feel it is, though?"*

*"Do you feel like this is something you can (have, do) that will get you where you want to go? Why do you feel like it is?"*

*"Well, I don't have anything to go over with you; it looks like we possibly covered what you are looking for. Really, the next step is to make some type of arrangement for your (whatever you are selling), you can do wire or card, and at that point we will ... (tell them the next steps after they purchase)"*

*"Would that be appropriate, or how would you like to proceed from here?"*

**Here are more examples of NEPQ questions you can use for different situations in your sales process.**

### **PRE-SITUATION QUESTIONS**

These are used if you are in a board room or in the office of a prospect and they are waiting for others to join them for the meeting. These are just normal chitchat questions, but they do give you an idea of who this prospect is and more insider information on the actual company. These are not meant to be used in an actual sales conversation, just a pre sales conversation.

*“How long have you been with the company? How has your job evolved since you started here? OR How has your responsibilities evolved since you started? “*

*“What do you like about your work? What don’t you like if anything?”*

*“What would your customers say is the biggest reason why they do business with you over someone else? Why do you think that is?”*

*“What would your employees say is the biggest reason they work here over working for a competitor of yours? Why is that?”*

These questions help you understand more about your prospect’s personality, how they feel about the company, and the culture of the organization within a few minutes.

### **PAST SITUATION QUESTIONS**

Asking questions about the past is a great way to understand your prospect’s behaviors and priorities. These questions allow you to understand how best to sell to the prospect and dig up their history to better understand the problems they had in the past. Past situation questions can be used at any point throughout the conversation. They can be used in a variety of different situations, depending on what you sell.

These, along with *situation questions*, help you see what their past and present situations look like and how they got to where they are now.

*“Can you tell me some of the things you like and possibly dislike about the company you’re using now?”*

*“What’s some of the possible hurdles you’ve had in the past to solve this problem?”*

*“What is different about your company today from when you started working here, if anything?”*

*“Can you tell me about the changes your department has gone through recently? Have those impacted you? In what way?”*

*“What were some of the expectations the company had for you when you started with them, and how have those changed over time?”*

*“What’s been your toughest thing you’ve had to deal with recently? Tell me more. “*

*“What have you been seeing lately as far as a market trend? What steps are you taking to adapt to this trend so you don’t get left behind?”*

*“If you could do this over again (plug in the issue), what would you do differently from before?”*

## **MORE PROBLEM AWARENESS QUESTIONS**

Here are more examples of problem awareness questions you can ask in the conversation, depending on what you sell.

*“Would you be open to sharing with me your top challenges you are having now? Of these two, which one is the most important to solve? Why is it so important to you now, though?”*

*“How long has this problem been going on? “*

*“What’s causing the problem? Tell me more. “*

*“What barriers are in your way of overcoming this?”*

*“Who else in the company is having this same problem?”*

*“What were your expectations when you went with your current company/vendor? What results are they getting you? What results do you want if you could, though? Can I ask why?”*

*“What would you change about your situation if you could? Why change that, though?”*

*“What’s your biggest obstacle you’re facing right now that’s preventing you from solving this problem?”*

*“What areas do you want to improve if you could?”*

*“How much do you think this problem is costing you in lost revenue/sales?”*

*“Can you tell me what your biggest priorities are for this year within \_\_\_\_\_? (you would fill in the blank with what is relevant in that conversation.)”*

*“Can you tell me what your biggest priorities are for this year with your data security? (If you sold data security systems.)”*

*“If you could change one thing about your current vendor, what would that be? Why is changing that important to you though?”*

*“How is this problem affecting your company’s sales? Production? Profitability? Scheduling?”*

*“How is the problem affecting your bottom line? In what way?”*

*“When you have these problems, how much does it cost you to fix them? Tell me more “  
“Have you lost clients because of these issues? How much were those clients worth to you financially?”*

*“How are these issues affecting other areas of your business?”*

*“How much time are you spending each day dealing with this problem? If you were able to solve it, what would you be able to do? What would that mean to you to do that?”*

*“How many employees are having to deal with this problem? How much is it costing you to train and employ these people?”*

*“Have people in the company left over these issues? Do you want to change that? Why now, though?”*

*“How much does it cost to hire and train a new employee? How long does it take to train a new person to be able to do his/her job effectively?”*

*“How much does that cost you in lost time? What areas of your business is this affecting? Which one the most? In what way? Has it had an impact on you?”*



## QUESTIONS TO DISRUPT VENDOR RELATIONSHIPS

**Vendors = Competitor Agents, Representatives, Companies, etc.**

*"Can I ask how your ideal situation compares to what you have now with this vendor you are using?"*

*"You've already reached big numbers and milestones; tell me where do you want to go from here in terms of future improvements in..."*

*"Back when you chose to work with that company (current Level 20 vendor), what was your selection criteria if, I could ask? In what ways has that (criteria) changed as you look at your needs today though? Can I ask what you'd change if you could?"*

*"So to me, it sounds like things are going fairly well for you with what you're using now; is there anything you would change about if you could?" (plug in what they currently use now)*

*Example: So, Nancy, to me, it sounds like things are going fairly well with what you are using now. Is there anything you would change about your processing if you could? (if you sold merchant processing)*

*"If you could change one thing about who you use now, what would that be?"*

*"Can I ask in what ways your vendor could do better for you than what they are doing now?"*

## QUESTIONS TO KEEP CUSTOMERS

These questions help you keep track of your relationship with your clients. When asking them, depending on the answers, they will let you know if you are in danger of losing them or if the relationship is strong.

*"How do you feel we are helping you the most? Why, though?"*

*"What type of changes do you feel we could make to help you achieve even greater results?"*

*"What goals would you like to see us help you achieve within the next quarter/year?"*

*"How do you see us being different than your former vendor you were working with? Why do you feel like we are, though?"*



*“How could we make your life easier? Tell me more.”*

*“In what ways do you feel we could improve that would help you on your end?”*

*“Would you be open to giving me some advice on how we could do better for you?”*

*“What do you feel we are doing the best for you that’s helping you get where you want to go?”*

### **QUESTIONS ABOUT YOUR POTENTIAL CUSTOMERS/“EXTERNAL CUSTOMERS”**

These questions get them to think of losing their customers if they do not have your solution. These questions would NOT be used for every industry, however. They would only be directed to prospects who have significant contact with external customers.

*“Can you go over who your most valuable customers are for your company?”*

*“What’s the typical customer look like for you?”*

*“How would your clients measure success from doing business with you? Why’s that though?”*

*“What would they expect from you as far as results so they don’t go somewhere else?”*

*“Have your clients expectations changed over the last few years? In what way?”*

*“How do you see their expectations changing over the next few years?”*

*“What are you doing now to make sure you keep these clients from going somewhere else?”*

*“What would be the main reasons why your customers go with you over someone else?”*

*“What’s the main reason why some of your prospects go with your competitors over you? Why do you feel they do that? Has that had an impact on you? In what way? Do you want to change that?”*

*“What would you say your biggest strengths are as a company?”*

*“What are some of your weaknesses? How long has that been going on?”*

*“Has it had an impact? In what way, though? What if you don’t do anything about this and you start losing clients because of it?”*

## **CLARIFYING/PROBING QUESTIONS**

These questions help you clarify what your prospect is saying so you can uncover its true meaning. They also help you probe deeper to pull out your potential customers emotions, which psychologically gets them to want to change their situation now with urgency rather than waiting down the road. These questions have some of the most persuasive powers you will ever ask.

*“How do you mean exactly?”*

*“What’s causing this issue?”*

*“What’s causing this to happen?”*

*“What’s prompting you to look into changing this?”*

*“Can I ask what originally led you to this decision in the first place? What is this important to you now though?”*

*“Why is it so important now?”*

*“Can I ask why?”*

*“Can you be more specific? Give me an example.”*

*“What do you mean by that?”*

*“Could you share with me what is motivating your decision to...”*

*“What would this do for you personally? In what way?”*

*“What are you hoping to accomplish by possibly working together?”*

*“Tell me, what’s driving the need to change your situation now, though?”*

*“Can you walk me through the steps that led you to this conclusion?”*

*“What would it mean for you to be able to solve this problem?”*

*“What would it do for you? In what way?”*

*“What would it do to you personally if you were not able to solve this problem?”*

*“Are you willing to settle for that? If you were able to solve this, what would it mean for you? How would it make you feel, though?”*

*“How long has this issue been going on for? Has it had an impact on you? In what way?”*

*“Which of these problems is impacting you the most? Why this one, though?”*

*“Let’s suppose your needs could be met; what are you hoping to accomplish?”*

## **EXAMPLES OF CLARIFYING QUESTIONS**

**Prospect:** We have been trying to get both of these projects off the ground for months now.

**Clarifying question:** You mentioned you’ve been trying; what hasn’t worked for you so far?

Trying is the key word here. This work represents human feelings of frustration about not being able to accomplish the goal. This is your golden opportunity to bring the prospect’s problems to the surface of his/ her mind. To have them relive the PAIN and their feelings, and then be open to your solution to solve that pain.

**Prospect:** My company has been having some problems with the vendor we use and we are looking for something better now.

**Clarifying question:** Can you give me an example of the problems that you’ve been having with them?

Most salespeople would miss asking this powerful clarifying question here. But this is where the emotion comes out if you ask the right question. A potential customer who reveals to you and, more importantly, to themselves past problems will experience the pain of that problem again in their mind. They will then start to confide in you about their business, their problems, and what they are looking for in a new vendor to work with.

**Prospect:** The new CEO wants us to reduce costs in our department by close to 10% just this year, but we have found this very challenging to do and keep up with bringing on new business.

**Clarifying question:** When you say challenging, what do you mean by that? The word challenging is a word that represents the aggravation of not being able to achieve a goal.

This clarifying question can help the customer vent their emotions/feelings and specific issues that help them relive that pain, which in turn opens them up to wanting to solve that pain and do that with you.

## DECISION MAKING QUESTIONS

These NEPQ questions help your prospects shift from the “lowest price” way of thinking to “results” based thinking. By using these questions, it gets them to look at the value of your solution for solving their problems (getting results) over lower prices solutions that might not solve the problems they have. Value always outweighs price if you can pull out emotion from your potential customer.

*“Can you walk me through the criteria you use when picking a company to solve these issues you have talked about?”*

*“How do you measure success with who you use now? (current vendor)”*

*“Let’s suppose you are looking at several different companies who all meet your criteria, including price. How would you then decide what to do?”*

*“You had mentioned that the most important thing to you is cost; can I ask how that compares to you actually getting results and being able to solve this problem?”*

*“Let’s suppose we were able to make these changes for you and get you that type of increase in profitability. What would you do with all the extra profit? What would that do for you personally, though?”*

*“You had told me that your company has budgeted \_\_\_\_\_ to fix this problem. Can I ask how that was determined?”*

*“Do you feel the budget you have been given is sufficient to solve this problem?”*

*“Based on what we just went over, what resonates with you the most? Can I ask why?”*

## **EXPANDED PROBING QUESTIONS**

How can you encourage your prospects to elaborate on their responses and express more emotion? This is achieved through the use of "Expanded probing questions." As you are aware, prospects make purchasing decisions based on emotion 100% of the time and subsequently rationalize them with logic.

*“Tell me more ...”*

*“Can you walk me through your company’s decision making process?”*

*“Can you give me a specific example so I can understand this better?”*

*“Can you go over with me the qualities you look for when choosing a company to work with”*

*“Walk me through the criteria you use to make a decision on something like this?”*

*“Describe for me what you’re possibly looking for just to see if I could help you.”*

*“Explain that to me in more detail just so I understand ... “*

*“And did that work?”*

*“How did you feel about that? In what way though?”*

**Expanded Probing questions should begin with phrases like these:**

*“Walk me through ...”*

*“Tell me more ...”*

*“Can you share with me ...”*

*“Describe for me ...”*

*“Explain to me ...”*

These questions show your prospects that you are there for them, you want to hear their pain. It's not just about acknowledging their pain; you aim for them to recognize and revisit the emotional impact of the unresolved problem they are facing.

So what is the most intense emotion? It's PAIN! Without pain there is no sale. Without you extracting pain from the prospect through NEPQ questions, your potential customers will persist in enduring that pain, maintaining the status quo and adhering to their usual habits. Unless you master the skill of revealing a prospect's pain with NEPQ, you'll persist in employing conventional selling methods, engaging in a numbers game, and potentially missing out on sales you could otherwise secure.

## **MORE SOLUTION AWARENESS QUESTIONS**

Solution Awareness Questions involves your prospect and their ideas to find out what they have done in the past to solve their problem so they start to own their issues/challenges emotionally rather than you the salesperson owning their problem emotionally.

These questions help them look at what their present situation and future will look like once they take action and change their situation and do that with you.

Solution awareness questions can open up several avenues for you with your potential customer:

### **Decision Makers:**

Solution awareness questions enable you to enter the decision-making process of the company you're selling to. They help uncover competing or conflicting interests among various decision-makers within the organization.

They also allow you to influence key employees who can influence the decision. They allow you to find out who on your team is willing to help you and who in the company might resist your offer. They unveil the decision-making process and provide insights into the company's internal dynamics.

Once you know the company politics you become aware of those who will resist your solution and help prep your influencer whose on the inside to help overcome that resistance.

### **Vendor disruption:**

Solution awareness questions introduce your prospect to new possibilities that they might not of ever



considered. These inquiries can reveal any discontent with their current product or service, establishing you as a trusted authority and showcasing how your solution can address their challenges.

### **Time:**

Solution awareness questions assist in revealing your prospects' aspirations for the future and understanding their past attempts to address current challenges. This includes identifying what strategies proved effective and what ones did not.

### **Competitors:**

Solution awareness questions can help the prospect become open about your competitors, who are also vying for the account. encourages the prospect to share insights about competitors contending for the account. Gaining knowledge about your competitors and understanding the prospect's standing with Each one provides a competitive edge in your sales process.

*"Could you share with me what you're hoping to accomplish in the next 3mo/6mo/12mo? How does this compare with where you are right now?"*

*"Can you go over what qualities you are looking for in a vendor? How does that compare with what your CEO/boss/department head looks for in a vendor?"*

*"What differentiates your company over your competition? Why is that?"*

*"What is more important to your company cutting costs or increasing sales and revenue? Why, though?"*

*"Can you share with me your long term goals and how they compare to where you are now? What's prevented you from achieving them, though?"*

*"What have you tried to do about this in the past? What worked? What didn't?"*

*"How much do you think this has cost you? In what ways?"*

*"Have you given up trying to deal with this problem? Why is it important to deal with this now, though?"*

*"Have you given up trying to solve this issue? Why, though?"*

*"How long has this been going on in the organization?"*



*“How long has this been a problem for?”*

*“What’s prevented you from solving this in the past? Why now, though?”*

*“How much do you think it’s costing you in lost sales each year? How much do you think it’s costing you in lost revenue each year?”*

*“You’ve already reached big numbers and milestones; tell me, where do you want to go from here in terms of future improvements in...”*

*“Can you tell me what your biggest priorities are for this year in your...”*

*“Before today, were you out there looking for or what were you doing about \_\_\_\_\_? What prevented you? OR How did that work out for you?”*

*“Just to see if what we do would work for you, but besides, what are you looking for in a?”*

*“What would be your idea criteria to solve this problem? “*

*“What would this do for you personally to solve this problem/issue/ challenge? Would it? “*

*“How serious would you say this issue is for you? “*

*“What were you hoping I could do for you, though? “*

*“How do you see this working for you the most?”*

*“How long has this issue/problem been going on?”*

*“How would I be able to communicate to you that you might be making the wrong decision without you getting upset with me?”*

*“Why am I even here?” (If prospect is not opening up to you during the conversation. Warning - Only use this question once you have a firm understanding of NEPQ)*

*“Why did you even want to see me?” (same as above)*

*“How long has this been on your mind? “*

*“How much is this problem costing you in lost revenue?”*

*“How do you feel about that?”*

*“In addition to you, who else recognizes that this is a major problem in the company?”*

*“What steps have you taken to resolve this in the past?”*

*“If there was a way to eliminate this problem you talked about, I think you had mentioned it was costing your business over a million a year in lost money. What effects would that have on your company at that point? In what way though?”*

*“How would implementing this change help you? What would it do for you personally, though?”*

*“If you came to your CEO with a possible solution that could save the company nearly \$3 million a year, what would that mean for you? What would he/she say?”*

*“If those changes were to happen to solve this for your company, how does that help you the most? In what way, though?”*

*“If you were able to have this problem solved, what would it allow you to be able to do? How would that make you feel?”*

*“If you were able to accomplish this objective, what would that do for you personally? In what way, though?”*

*“If you were able to help solve this in what ways would this benefit your company? What would it do for your department? What would it do for you personally though?”*

## **MORE CONSEQUENCE QUESTIONS**

*“If you don’t decide to address this problem now, how much will it cost you this year in lost profit/revenue/sales?”*

*“If you don’t solve this issue, what is the impact it has on your business? Can you afford to take that risk?”*

*“Can you achieve your goals without addressing this problem?”*

*“What would the impact be if your company decided to do nothing about solving this problem (repeat the problem they said they had) and you stayed with your current vendor?”*

*“What if you don’t address this problem right away. What would that cost you in lost revenue this year? (If they say, well, I’m not sure, you say: Well, if you really thought about it, what would it cost you?)”*

*“What’s the potential impact on your business if you don’t do anything about this? Are you willing to settle for that?”*

*“Can your company achieve its goals without solving this issue?”*

*“What type of effects will this have on your business if you don’t do anything about it?”*

## **BUDGETING QUESTIONS TO ASK IN A COMPLEX SELLING ENVIRONMENT**

In cases where making a sale requires several visits, especially for a higher-priced product or service that involves multiple decision makers within the organization. Keep in mind that the greater the PAIN the prospect feels, the more willing they are to invest in your solution! Uncovering their emotions through skillful questioning is crucial for eliciting the necessary pain points.

*“Could you go over with me your budgetary process?”*

*“Just to see if I could help you what budgetary parameters are you working with?”*

*“Can you tell me how the funding for this project will be determined?”*

*“What obstacles would you possibly encounter when trying to get financial approval to solve this problem?”*

*“Who else besides you would be involved in approving the budget to solve this?”*

*“How will you get financial approval from the company to solve this issue you have talked about?”*

*“What type of budget do you have to put into this so you can start \_\_\_\_\_?” (plug in what they said they wanted)*

Should the prospect mention a lack of funds or budget for your solution, you can respond by asking:

*“Tell me if you did have the funding/budget/money is this something that would work for you? (They will usually say yes, if you have done a good job in the engagement process with your questions.) Why do you feel it would though?”*

*“And I can appreciate that money might be an issue from what you told me, how do you think you can resolve that so you can find the funding so that you can ...?” (repeat back what they told you they want)*

Now, if they are still unable to devise strategies for securing the funding, you inquire:

*“What other avenues do you have to find the budget/funding/ money so that you can...?” (plug in what they said they wanted again)*

If they continue to struggle in identifying methods to acquire funds, you may offer a suggestion such as:

*“Can I make a suggestion? What other clients do that we work with if they are short on funds is they go out and they...” (list ways your other clients have found funds, 401k, bank loan, home equity, moved around funds in the company budget, sold things, credit cards etc.)*

*“What of those avenues do you have so that you can solve this problem?”*

# **THE PROPOSAL PROCESS**

## **RULE NUMBER 1:**

Avoid presenting a proposal to a prospect without first comprehending their challenges and determining whether they possess the budget or funding to address the issues.

Adhering to this principle is essential without exception. Even if a prospect requests, "Can you just send me a proposal with your pricing?" you must resist this approach. If a potential customer seeks a proposal before you have thoroughly understood their situation, your response should be:

"I'd be open to putting together a proposal for you, but I'm not quite sure I could even help you yet. Could I ask a few questions about your situation to be able to put something together for you that might be useful? Would that be appropriate?"

Then you start asking your situation questions to find out more about their present situation. It's as easy as that!

## **RULE NUMBER 2:**

Your proposals ought to outline the primary two to three issues they shared with you during the engagement phase of the sales conversation. This serves as a reminder of the challenges they aim to address and rekindles the discomfort associated with those problems.

Additionally, the proposal should encompass the essential two to three goals the company aims to achieve. This ensures that the proposal reflects the salesperson's active engagement in the conversation, conveying to the prospect a thorough comprehension of their situation and a clear strategy for resolving it.

The proposal reaffirms the value of the prospect of attaining their goals through the resolution of their issues. Reiterating the value serves to contextualize the sale, making the cost of your solution appear insignificant compared to the prospect's ability to achieve their objectives by resolving the issue hindering them. It is crucial to ensure that the value of solving the prospect's problems and accomplishing their goals is at least tenfold greater than the cost of your offer.

For a company grappling with a problem that results in an annual loss of \$15 million in revenue, a \$350,000 solution will appear relatively modest if it is strategically positioned. Presenting and emphasizing this value to the prospect during your presentation and proposal makes choosing to do business with you a logical and compelling next step.

## Ensure you provide multiple alternatives for them to achieve their goals.

Each proposal you send out should present three options for them to achieve their goals. Many proposals I've come across typically offer only one option, which can lead to losing prospects because, despite asking the best questions, it's impossible to fully comprehend the prospect's mindset. That's why it's crucial to provide three options for them to consider when engaging with your company.

**OPTION 1:** A fundamental, more affordable choice that remains profitable for your company.

**OPTION 2:** An intermediate option representing the core offering, suitable for the majority of prospects.

**OPTION 3:** A premium choice at a higher price point.

Setting up the proposal with these options will help your prospect make a decision.

The significance of the premium option lies not only in its high profitability for your organization or the fact that some prospects may opt for it. It also enhances the perception of the middle-of-the-road option, your core offering, making it appear as a fantastic deal to the prospect. This approach not only increases the number of sales but also contributes to larger sales.

## Make the proposal a basic contract/agreement

You can also turn your proposals into signable agreements to initiate the process while awaiting the completion of a formal contract, which may sometimes take a week or more. Keep in mind that the more steps you introduce into the sales process, the greater the risk of potential complications.

If there is a need for someone within the organization to endorse the proposal, and then it takes a week or two to prepare the contract, there's a higher likelihood that the prospect may reconsider and choose an alternative direction.

Always strive to simplify the purchasing process for your potential customers. Provide the opportunity for your prospect to sign the proposal as the initial step in engaging with your business. Ensure that your proposals can function as a contract. They don't necessarily have to be legally binding, but by serving as a smaller commitment, they help initiate the process.



# **HOW TO PRESENT BY NOT ‘PRESENTING’**

Depending on the nature of your product or service, you may send the proposal either before or after the presentation, especially in complex sales. The presentation of the proposal can be done face-to-face or through email. Here are some overarching guidelines to consider:

**1. Focus the presentation on the problems or issues raised by the prospect:**

Many salespeople make the mistake of attempting to showcase the entire solution during presentations to prospects. This often results in lengthy 50-page proposals and two-hour presentations, which can quickly turn off most prospects. Information overload causes them to lose focus, and the details may go in one ear and out the other.

What your potential customers truly desire is to understand whether you can effectively address their problems. They are primarily concerned with resolving the key challenges that hinder their progress toward achieving results. Therefore, refrain from showcasing features and benefits that are irrelevant to solving the prospect's issues. Focus your presentation solely on addressing the concerns raised by the prospect during the engagement stage of the sales conversation.

Tailor each presentation to the specific challenges of each prospect. Avoid using generic, one-size-fits-all presentations, as they may give the impression that you do not comprehend the individual needs of the prospect.

**2. Utilize case studies to underscore the successful resolution of challenges faced by other prospects.**

When executed effectively, this approach can be highly impactful. Presenting real-life examples of previous clients in similar situations demonstrates how your solution successfully addressed their challenges. The case study should outline the specific problems the prospect encountered, detail the actions your solution took to resolve those issues, and showcase the ultimate results achieved for that client.

Incorporate tangible, quantifiable figures to provide objective measurements. Keep in mind that your prospect is primarily interested in outcomes rather than features and benefits. Focus on illustrating how your solution will benefit them and assist them in reaching their desired destination.

**3. Continuously pose Agreement Checking Questions during the conversation.**

The majority of sales presentations consist of an hour-long oration, with the salesperson doing most of the talking. They often focus on highlighting the excellent features and benefits of their solution, claiming to have the best company, customer service, quality,

delivery, and so on—essentially echoing what many salespeople say about their own products or services.

How many salespeople have you encountered who, during their pitches or presentations, admit that their product/service ranks only 4th or 5th best in the market? None, right? Most claim to be the best, causing prospects to develop defensive mechanisms against such statements from salespeople. It tends to be quickly dismissed. Engaging in this practice is detrimental if you aspire to be a top performer in sales.

To prevent this, you should employ what are known as:

### Checking for Agreement Questions

These inquiries actively involve the customer in the presentation, fostering feedback and buy-in. They significantly enhance the effectiveness of your presentations, making you appear more credible and authoritative in their eyes. Here are a few examples:

*“Does that make sense?”*

*“Are we on the same page?”*

*“What are your thoughts on that? Are you with me on this?”*

*“Do you see how that works?”*

*“Do you see how that could help you?”*

*“How do you see that helping you the most?”*

*“Any questions on that?”*

*“Is there anything else I should add?”*

These questions assist you in gauging the prospect's response and maintaining the flow of the presentation. They establish a dialogue that keeps the prospect actively engaged in the conversation. This approach makes the prospect feel involved in the process, significantly increasing the likelihood of a purchase. Can you recognize how this strategy operates? (Did you observe how I just posed a checking-for-agreement question, and you likely nodded your head?)

Throughout the presentation, it's essential to ask a minimum of 25 checking-for-agreement questions to confirm alignment with the potential customer. Many salespeople dedicate 50% of the sales process to the presentation, which is excessively high. The presentation stage should only constitute about 15% of the entire sale. Its

focus should be on reiterating the challenges and problems the prospect communicated during the engagement stage and presenting how your solution addresses those specific issues—nothing more, nothing less. Keep in mind that the amount of information the prospect needs is generally less than what a salesperson might assume.

### **Additional Proposal Questions to ask:**

*“We had planned to cover the following areas for you. What parts of the presentation would be the most important to you that you would want to spend more time on?”*

*“What are you hoping to gain from the proposal?”*

*“What are your thoughts on what we have outlined so far?”*

*“What ways does this capture what you are trying to accomplish?”*

*“Can you walk me through your decision-making process?”*

*“How will your funding/budget to solve this problem be determined?”*

*“What aspects of this possibly concern you?”*

*“Who besides you would be deciding on which firm to work with?”*

*“I sense you have some hesitation about what we have covered. Can you help me understand what is behind that?”*

*“What’s holding you back?”*

*“If you have two vendors that are evenly matched in terms of solving this problem, pricing, and experience, how would you make your decision?”*

*“Is there anything else you’d like to go over before we finalize our approach?”*

### **Qualifying Questions**

The prospect's response to you should indicate whether there's a sense of urgency for them to address their problem. If the need isn't significant, the potential customer may not feel compelled to invest in your solution. To ascertain their sense of urgency, pose qualifying questions. Here are a few examples:

*“How important is this issue to you?”*

*"How important is it for you to change your situation and start..." (repeat back what they want)*

*"How important is it for you to do something about this? Why now, though?"*

*"Is it important to you to solve this problem? Why?"*

*"If you could... what would that do for you?"*

*"Are you prepared to change your situation so you can..." (plug in what they said they wanted)*

*"It sounds like your frustrated with... (repeat back what they told you they don't like.) So if you could get what you want, how important is it for you to do that? Why now?"*

Let me give you some examples of qualifying questions to pose to your prospect, especially if you need to travel to appointments by car or plane. I observe numerous salespeople squander valuable selling time by driving for hours to meet a prospect who may not even be qualified to purchase their solution. Cease this practice immediately if you aim to excel in sales.

Before embarking on a trip that consumes a substantial amount of your selling time, it's advisable to secure at least some smaller commitments from the prospect.

**Prospect:** Can you come to our offices in Dallas and do a demo for the owner to see?

**Salesperson:** Let's suppose I do come out to your office for a day. You're able to pull the owner and the other decision makers together for me to do a demo in person, and everyone finds that we can solve this problem you've talked to me about. What do you see happening next?

At this stage, you can expect to receive one of the following responses:

- *We would do business with you, for sure.*
- *We would have to run it by our committee, corporate*
- *We would have to see if we could get the budget for it*
- *We would have to compare it to what we have now with our current vendor*
- *I'm not really sure what would happen*

At this stage, you can expect to receive one of the following responses:

If you receive any of the alternative responses, refrain from committing your time and resources, as there are too many obstacles beyond your control. Before traveling to that prospect, find a way to eliminate those obstacles. Addressing these challenges will

significantly enhance your chances of obtaining a commitment when meeting the prospect in person.

Here are some phrases to initiate the qualifying question:

*"Let's pretend we could ..."*

*"What if..."*

*"Just suppose we could..."*

*"Imagine for a moment."*

*"Assuming we were able to..."*

*At the end of that question, you would ask:*

*"What do you feel would happen next?"*

Or

*"What do you see happening next?"*

Or

*"Where would we go from there?"*

Or

*"What would you want to happen next?"*

### **How to Address the "Send Me References" Question**

Utilizing recommendations from content customers can be an effective resource to encourage a prospect to advance with your solution. Nevertheless, it might also serve as a means for the prospect to dismiss or end the interaction with you, the salesperson. To determine whether this potential customer is genuinely committed to improving their situation, has a legitimate concern, or is merely consuming your time, it's crucial to pose qualifying questions.

Here are some examples of questions to ask when confronted with the "send me some references" inquiry.

**Prospect:** Can you send me some references from other clients you have?

**Salesperson:** That's not a problem; I'm curious What would you like to ask them when you call? This helps you find out if they have a concern)

OR

**Salesperson:** So that I can send the right people to you, what specifically would you like to discuss with them?

**Prospect:** Well, I want to find out from them...

**Salesperson:** That makes sense. When do you plan on calling them so I can let them know to see if they are available for you?

**Prospect:** Well, I would probably just call them tomorrow afternoon, if that works.

**Salesperson:** I can reach out to them to see if that works for them. Now let's pretend for a moment that the clients you talk to say good things about how we were able to solve the same type of problems your company is having. Where do you think we should go from there?

**WARNING:** If you agree to send references to a prospect without securing a commitment regarding the next steps after they speak with them, chances are you won't hear from that prospect again.

Here is another example:

**Prospect:** Can you send me a quote?

**Salesperson:** Yes, that's not a problem. What is it that you are hoping to see from the quote?

**Prospect:** Well, I am just trying to see if we have the budget for your program/XYZ product/service.

**Salesperson:** Ok, I understand. It might make sense before I sent a quote if I understood a little bit more about your situation, just to see if I could even help you in the first place. For example, what type of... (you would start off by asking a few situational questions to find out their present situation.)

Once you guide them through the engagement stage and approach the conclusion of the conversation, it's time to address the inquiry they raised regarding providing a quote.



**Salesperson:** I will get to work on putting together a quote for you if you'd like. Now let's assume for a minute that we got you the quote and were able to meet your needs that you mentioned to me. What do you see as the next step?

**WARNING:** If the potential client is unable to provide information about their needs, it may indicate that they are either seeking information without genuine interest or lack the necessary funds/budget for your solution. In such cases, it could be a misuse of your precious selling time.

Here's another illustration:

**Prospect:** Can you send some information to my email?

**Salesperson:** That's not a problem; just so I can put together the best information for you, what exactly are you looking for?

**Prospect:** Well, I'm looking to see how your XYZ product could...

**Salesperson:** Ok, and who/what do you use now for your... (now you simply start going through the engagement stage with your first situation question; it's a very natural way to go from just sending some information to helping the prospect uncover their needs and to start to engage with you.)

Following the engagement stage and as you approach the conclusion of the conversation, you will address their inquiry about receiving additional information in the following manner:

**Salesperson:** Ok, I can go ahead and send you more information about how we could solve those challenges you mentioned. Let's suppose you go through the information and it fits into what you are looking for. What would you want the next step to be?

**WARNING:** It is crucial to refrain from sharing information with a prospect until you ascertain their seriousness about wanting to make a change in their situation. Failing to do so could result in squandering precious selling time.

Here's another instance:

**Prospect:** Can you call me back? I'm too busy right now.

**Salesperson:** That's not a problem. I can give you my number, and you'll have to call me back if you'd like. My number is XXXXXX-XXXX. What's your timeframe for getting back to me just to see if I would be available for you?

Inquiring about their anticipated response time is a potent question that effectively establishes you as a credible authority in the market. This conveys that you are actively

engaged with other clients and not overly dependent. As a result, they are likely to perceive you as an expert whose time holds value, rather than simply viewing you as another salesperson attempting to pitch a product or service.

**Prospect:** I can get back to you sometime later in the week, probably.

**Salesperson:** If you have your calendar handy, I could pull out mine to book a specific time with you just so you don't have to chase me down, and vice versa. Would that be appropriate?

This also positions you as a reputable authority with valuable time, as opposed to merely being perceived as another salesperson whom they can dismiss at any moment.

# **HOW TO ASK FOR REFERRALS AND ACTUALLY GET THEM**

Now, here's some good news: if you're following NEPQ or the new model, your cold calling efforts will gradually decrease, leading to a higher proportion of referrals. The extent of this shift may vary depending on your industry, but in many cases, salespeople I've trained using this approach end up eliminating cold calling entirely.

And you know what's great about that? Referrals are significantly easier to sell to compared to approaching random strangers, especially when armed with the right set of questions. So, it's crucial to pay attention.

Let's kick off by discussing the art of ASKING FOR REFERRALS. There's a correct approach to obtaining referrals, and I'll provide you with the framework. Here's how to initiate that conversation.

**New Model Salesperson:** "I appreciate the opportunity to be able to help you. Can I ask you... in your mind, how do you feel I've been able to help you the most?"

Why do we pose this question? Because it prompts them to articulate how you've assisted them, and in doing so, they take ownership of their positive experiences.

**New Model Salesperson:** "With that in mind, who do you know that might be struggling with..." and then you're going to plug in the problem you solved for them. An example might look like this. Let's say you sell merchant processing. "With that in mind, who do you know who might be struggling with overpaying for merchant processing?"

After they've recommended a friend or business associate, the salesperson adopting the new model proceeds to request additional information. Pay attention to the manner in which this inquiry is framed, particularly the tone used.

**New Model Salesperson:** "Can you please tell me a little bit more about this person and why you feel I could help them?"

Why is it important for them to provide additional details? It relates to gathering more information about the person before making the call. However, it's also about encouraging the person to take ownership of the recommendation. This way, they are more inclined to reach out to this individual and speak positively about you.

**New Model Salesperson:** "Well, how do you think it would be best to approach them? Do you feel like you should communicate to him first that I will be calling?"

Why should we pose this question? Because we aim for the person making the referral to proactively contact them. This approach holds more influence, creating a scenario

where it feels like, "I'm connecting you with someone I believe can assist you." This increases the likelihood of successfully reaching out to and converting that referral.

**New Model Salesperson:** "What do you think you should say?"

Now, why is it important to understand what they intend to convey to that person?

The objective is to avoid them expressing anything that might generate resistance from the individual—avoiding overly technical, inaccurate, or unconventional information. It's crucial to establish this properly. Therefore, provide guidance to ensure they communicate the intended message effectively using the right words.

**New Model Salesperson:** "Can I suggest something to you? What if you talked about some of the challenges you had and that he's having right now, and how we've been able to solve those? Would that be more helpful to him?"

Typically, they are likely to perceive this as an excellent idea.

**New Model Salesperson:** "So besides X, is there anyone else YOU FEEL I could help?"

An essential aspect of this statement is the choice of words, particularly "YOU FEEL I COULD HELP." Firstly, it shifts the focus to the individual and their feelings. Secondly, people are more inclined to provide referrals when they sense that your goal is genuinely to assist others.

**Alright, now let's talk about how to call your referrals.**

First, we're going to look at what most salespeople would say when calling a referral...

**Average Salesperson:** "Hey Mary, I'm John Smith with XYZ company, and Amy asked me to give you a call and said that you'd be interested in my company's services. She said you're wanting to take your business to the next level. Do you have three minutes to talk right now about how my company can get you the results you're looking for?" If you sold business coaching, for example,.

Observe the focus of this—it's entirely centered around the salesperson and their solution, rather than on the prospect. That was the initial mistake.

Based on what you've gathered, can you identify the second error?

It's crucial not to assume automatic interest just because you receive a referral.

I've witnessed salespeople struggle with this because, during their calls, they exude enthusiasm, presuming that the referral will automatically be interested. Right from the

start, it's essential to release the attachment to the sales outcome and concentrate on whether you can genuinely assist them and if there's a potential sale in the first instance.

Keep in mind that the most successful 1% of salespeople excel at identifying and solving problems; they're not simply promoting products. If you adopt a product-pushing approach, you risk being perceived solely in that light, and potential clients may not take you seriously, opting to explore other options for the best price. In such situations, if there is interest, individuals often present sales resistance.

[Dialog continues]

**Prospect:** "Ya, I guess this is a good time."

**Average Salesperson:** "Ok great, I know you're gonna be excited about what my company can offer you today ... you see, here at XYZ company ... we've been in business for 10 years, we've helped over 4,000 businesses have success ... now let me tell you a few things we can do to help you get where you want to go, and then you can make an informed decision at the end, about working with us."

When you employ a closing technique right from the start, outlining what you can do in a sales pitch and suggesting that they can then make an informed decision, consider how that individual might feel. This approach inherently generates sales pressure.

If you're still relying on this phrase, it's time to eliminate it. It just doesn't yield results anymore. Why do salespeople persist with this technique? It's akin to golf enthusiasts—when you're not particularly skilled, you might have one excellent hole out of 18, and the rest may not be as impressive. Yet, that one success keeps you motivated to keep trying and coming back to play. Similarly, in sales, if you secure one positive response out of 18 calls, you're playing the numbers game. However, using the term "informed decision" already imposes sales pressure on the prospect.

We need to discard that outdated mindset. To reach the top 10%, 5%, or 1% in your company or industry, we must adopt a new perspective that differs from the one generating your current results. When you use phrases like "informed decision," prospects might interpret it as, "This salesperson is attempting to close a deal. What can I say or do to disengage from them?"

Chances are, they're not paying attention to your message. You're not engaging them in the process, failing to pose questions to discover their actual needs or problems. Now, let's delve into what an accomplished salesperson would do—someone well-versed in NEPQ or the new model of selling. You'll notice significant differences.

Keep in mind—never presume automatic interest simply because you've received a referral. Your initial goal is to learn about the individual and identify any problems they may have. Here's what to communicate when reaching out to referrals...

**New Model Salesperson:** “Hi, is this John? This is Jeremy. A mutual friend/business associate of yours, Amy, suggested I call you, as I recently helped her with X that was causing them to X, and she mentioned to me that you might be experiencing the same challenges with that. Is this an appropriate time to talk?”

Observe that in this instance, the salesperson is concentrating on problem-solving. This is the most effective approach for making a call. Now, what should you do if the referral expresses interest in meeting you? Here's how to initiate the conversation:

New Model Salesperson: “Amy, it’s nice to meet you, and let’s do this... just so I don’t go over things you have already talked about with Jim, perhaps you can give me your thoughts on what you have discussed with him and then what you’d like to cover so that we could focus on you and what you might be looking for?”

"MIGHT" serves as the neutral term in this context. At this point, many individuals are not actively seeking a solution, and, in fact, most may not even be aware of the existence of a problem. However, your role is to be a problem-finder, and with NEPQ, these issues will come to the forefront. The crucial step now is to begin implementing this approach. Take action based on the structure I've outlined—if you do, you'll witness significant results.



# **QUESTIONS TO ASK TO START A BOARD MEETING**

Here are some initial questions you can pose that will position you as an expert in your field—the 'Trusted Authority.'

*"From your perspective, what would be a valuable way for us to spend this time together?"*

*"What would you like to discuss today so that we could focus on you and what you might be looking for?"*

*"I'm curious what prompted you to want to have this meeting today."*

*"How did you reach the decision to possibly seek outside help to come in?"*

*"What were you hoping to get out of this meeting, if anything?"*

*"What caused you to bring me in just so I could see if I could possibly help you?"*

*"What are the important items you'd like to cover today just to see if I could help you?"*

# RESOLVING QUESTIONS

When customers express dissatisfaction, the typical initial response from many salespeople is to argue the point and attempt to demonstrate that they may not have all the facts. Instead of engaging in an argument, why not pose questions that empower the customer to address their concerns?

When a customer is dissatisfied, whether due to a faulty product, unmet service expectations, or subpar customer service in your company, the underlying need is for them to feel acknowledged. They seek to be heard and understood.

Engaging in an argument with them is unlikely to be beneficial. When a customer is upset, their emotions hold significant weight for them, similar to facts. Arguing will only escalate the situation. Your objective should be to build a positive relationship with the client rather than win the argument.

In the initial stages of a crisis, it's crucial to pose NEPQ questions. By doing so, you not only gather essential information but also establish an ally in addressing the challenge.

Here are several examples of questions to ask:

*“What happened exactly, just so I know?”*

*“Can you say more about that so I understand?”*

*“I appreciate you bringing this to my attention. Can you tell me everything you know about what happened? What has their reaction been, just so I know?”*

*“What else can you tell me about this? How do you think it got to this point?”*

*“I apologize that this happened. What would you like to see done at this point so we can correct this for you?”*

*“This is upsetting to me. How soon can we meet to discuss this in person?”*

*“Would it help you if I did some fact finding, and then we got back together to discuss some possible actions that could take care of this for you?”*

*“If anything else happens in the meantime, can you come to me so I can help you?”*

I hope you found value in these additional NEPQ Questions presented in this book! Now, it's time for you to put these insights into action. The most impactful approach is consistent practice—engage in roleplays regularly.

The more you practice, the more sales you'll achieve, leading to increased income for yourself, your family, and the company you represent. Take these questions, along with the training available in our virtual training center, and apply them to your interactions. By doing so, you'll evolve into a master of sales—a proficient 'Problem Finder' and 'Problem Solver.' Now, go out there and make a difference!

Dear Valued Reader,

As we reach the final pages of this sales coaching journey together, I want to express our deepest gratitude for allowing ProspectBoss to be a part of your professional growth. We trust that the insights, strategies, and practical tips shared in this book have equipped you with the tools needed to elevate your sales game and achieve unprecedented success.

Your commitment to self-improvement is truly commendable, and we believe that the principles outlined here will serve as a compass on your path to becoming a sales powerhouse. Remember, success is not a destination but a continuous journey of refinement and growth, and you have taken a significant step forward.

Please leave a review HERE <https://www.prospectboss.com/> Your feedback is invaluable, not only to us but to fellow readers who are considering embarking on this transformative learning experience.

May your sales endeavors be prosperous, your goals ambitious, and your journey fulfilling.

Wishing you boundless success,

ProspectBoss Sales Team