



## Compelling Reasons: SMA Must-Ask Questions Worksheet

### Drilling Down- Finding Severe Mental Anguish on the Sales Call (Questions to ask to fully uncover prospect's motivation to take action, their pain)

1. Based on our phone call, what caused you to invite me out? **Or**
  
2. What has to happen today so that you feel that this was a great meeting? **Or**
  
3. What is the most important thing for us to cover today?
  - a) Tell me about that (assume you have uncovered some problem or issue).
  
  - b) How long has that been going on?
  
  - c) What have you done to fix it ?
  
  - d) When you spoke to your current provider, what did they say? **Or**
  
  - e) What has your current vendor done to make this problem go away?
  
  - f) What happens if you don't fix this?
  
  - g) Is that a problem?
  
  - h) Do you want to fix it?
  
  - i) But not today?



## Capacity (Investment of TMR): Must-Ask Questions Worksheet

### Drilling Down- Questions to ask to uncover if they have the Time, Money & Resources to change

How much is this problem costing you?

a) Now

b) Over the next (give time frame)

- How much money have you set aside to make these problems go away?
- (If low price) What other products and services do you buy that are not low price?
- Who else besides you is impacted if you decide to do business with us?
- What does your current arrangement look like?
- And you are happy with the results?
- Suppose we can't match your current price but can help you achieve your total growth (sales) goal and fix the problems?
- Who wins a tie?
- Suppose that we come to an agreement on financial terms, what other resources will be needed to complete the arrangement?



# Clarity (Getting Commitment): Must-Ask Questions Worksheet

## Drilling Down- Getting Commitment

Questions to ask prior to making a presentation to make sure they are committed to making a change

1. When you've made a decision like this in the past, what was your process?
  - a) And that will be the process that you go through this time?
  - b) When you say "look at it", "look at it" means?
  - c) When you say "think it over"(TIO), "think it over" means?
2. Who else has to fall in love with the idea of our doing business together?
  - a) Going to board, partner, committee etc: Great, when do we go?
  - b) How important to you is it that we put a program together to help you eliminate the problems that you've described to me? But not important enough to set up a meeting with you, me and your board/partner?
3. What will it sound like when you tell your current provider? (you should get them to actually say the words so that they are rehearsing the conversation)
4. So, what I think I hear you saying is that you want me to...
  - a) Answer all of your questions
  - b) Present a solution within your budget
5. Great , I can do that. I'll need for you to be prepared to do one thing...
  - a) Agree to tell me Yes or No (eliminate TIO) at the end of our meeting.