

SMA Worksheet

Drilling Down - Finding Severe Mental Anguish (SMA) 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** Why did you take time out of your busy day to meet with me?

- 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?