



## 1 EFFECTIVE QUESTIONING

Current situation question	<i>"what is your situation now?"</i>
Benefit question	<i>"if I could wave a realistic magic wand, what would you like to achieve?"</i>
Barrier question	<i>"are there any issues that would hold you back?"</i>
Outcome question [the benefit of the benefit]	<i>"if this works – what difference would it make to you?"</i>

## 2 OFFERING A SOLUTION

Capability statement	<i>"Having listened to you I think we can help you"</i>
Fact	<i>"We can provide a specific solution"</i>
Bridge	<i>"which means that"</i>
Benefit	<i>"we will eliminate the problem"</i>
Outcome	<i>"and so you will be able to....."</i>
Evidence	<i>"this has been used by many of our clients to good effect"</i>
Trial close	<i>"how does that sound?"</i>

## 3 RESOLVING CONCERNS & OBJECTIONS

Cushion	<i>"I can appreciate your concerns – anybody with that concern would naturally feel that way"</i>
Reflect & Clarify	<i>"As I understand it, you do not like...."</i>
Identify hidden objections	<i>"is there anything else?"</i>
Respond	<i>solution, explanation, education, option, evidence, value</i>
Trial close	<i>"so can we get started?"</i>

## 4 GAINING COMMITMENT

Direct method	<i>"is there any reason why we cannot get started?"</i>
Alternative choice method	<i>"would you prefer product X or product Y"</i>
Minor point method	<i>"may I assume that you would prefer the XXX version?"</i>
Next step method	<i>"can we book the first appointment now?"</i>
Opportunity method	<i>"If we start now, we can meet the deadline."</i>
Weighing method	<i>"let's look at the +'s and -'s on a sheet and weigh things up."</i>