

Module Three:

Sales Appointments

Designing Your Questions

In the Home Play at the end of the last session you began to develop your Discovery Session, which is ultimately your 4 o'clock sales appointment. To design the session we need to create powerful questions that will quickly elicit the information you need in order to know if you can help them/are the right person help them.

Working with the table below, begin to play around with questions that when asked will reveal the information you need to know.

What do you need to learn about a prospect in order to ascertain that a) they have a problem you can solve and b) you want to solve it for them? (Review Worksheet: Winning Clients)	What question might you ask? (Play with a variety of ways to ask the question until you find a structure that leads the prospect to tell you exactly what you need to know)

Tip: Create open questions that are wide but narrow. For example in the property market you might say to a potential buyer: "If you saw something you liked today, what would need to happen for you to be able to go ahead?"