

How many people have I helped get what they need today?

Establish Empathy

"I'm here to learn about you so I can help you."

- What's going well for you right now? Tell me more about that!
- What's not working well right now? That's frustrating! Tell me more about that..."
- What's keeping you up at night?
- What can I do to help?
- What challenges are you most focused on?
- What opportunities have you most excited?

Keep them talking -

- Tell more more about that...
- How did/does that make you feel?
- What have you tried to do about that in the past?
- What are you doing now to address that?
- Have you given up trying?
- What will be the consequence if nothing changes?

Qualifying Questions

Write down 4 or 5 questions you must answer to know if, when and for how much the customer is likely to buy

Recommendations for Unqualified Prospects

It's hard to "let go" of a prospect, especially when you've established an empathetic relationship.

But, your time is valuable. Give them solutions that don't waste your time.

If you're not sure that this is really a problem you need to address, here are some resources that will help you understand your situation more clearly: _____.

If you're interested in trying to do this yourself, here's a video or how-to-guide that spells it out pretty clearly: _____.

Have you tried _____ (less expensive, faster, easier solutions)

We are experts at larger projects than you're describing. These vendors/options are more suited to a smaller project like yours _____.