

Problem-Resolution Questions

Write down three potential problems one of your prospects/customers might need to solve.

(Example: Repair costs out of control)

1. _____
2. _____
3. _____

Write one "problem" question you could ask about each of the problems cited above to determine if it is really an issue for a specific prospect.

(Example: How much of your potential profit is being eaten up by repair costs?)

1. Problem #1 question: _____
2. Problem #2 question: _____
3. Problem #3 question: _____

For each problem identified, write down three follow-up questions you could ask to further "agitate" the problem. *(Example: "What will happen if these costs continue?")*

Problem #1

1. _____
2. _____
3. _____

Problem #2

1. _____
2. _____
3. _____

Problem #3

1. _____
2. _____
3. _____