Diagnostic Questioning About Point "A"

Direct Question Intro
(Includes the query)

1. Does your company ever . . .
2. Do you frequently . . .
3. How often do you . . .
4. How much profit is lost every time you . . .
5. Have you ever calculated what it costs you when you . . .

(status)

"Our Experience" Intro
(Couple with a query below)

1. Many companies in your industry mention that they . . .
2. Another _____ (CEO, COO, CFO, CIO) recently told me they . . .
3. Some organizations often . . .
4. Many of our clients tell us they used to . . .

(measure)

"Did Our Homework" Intro
(Couple with a query below)

1. Based on our analysis, it appears that you commonly. . .
2. Your CEO publicly stated that you often . . .
3. I gleaned from your latest 10-K report that you sometimes . . .
4. According to _____, it's not uncommon for your team to. . .

(source or cause of problem)

. . . have a problem with . . . _____ _____ due to (because) _____.

. . . deal with the issue of . . . _____ _____ due to (because) _____.

. . . have trouble controlling . . . _____ _____ due to (because) _____.

. . . experience the hassle of . . . _____ _____ due to (because) _____.

Closed-Ended Query *(Yes or No)*

1. Is this ever a problem for you?
2. Does this have a negative impact on your business?
3. Does your _____ (team, department, or company) ever experience this?
4. Does that sound familiar?
5. Have you ever had a problem with this?

Open-Ended Query

1. What are the consequences of this situation?
2. What kind of an impact does this have on your _____ (unit, organization, or company)?
3. How much money does this cost you on a _____ (daily, monthly, or yearly) basis?
4. How have you and your company been responding to this?

Turn the Conversation To Point C

1. What kind of results would you prefer to see?
2. In a perfect world, how would things be different?
3. What are your expectations going forward?
4. What would you consider to be a measurable improvement?

Frequency   <u>How Often?</u>
- How often are you having this problem?
- How many times a week is this happening?
- When do you expect this to happen again?

Magnitude   <u>How Big?</u>
- How big of a problem is this?
- How much productivity is lost each week?

Cost   <u>How Much?</u>
- How much money or time does this problem cost you every _____ (day, week, month, quarter, year)?

Impact   <u>How Bad?</u>
- What impact is this having on your business?
- Who else in the company does this affect?
- How is this problem affecting you *personally*?

Diagnostic Questioning About Point "C"

Open-Ended Intro *(Includes the query)*	**Hypothetical Intro** *(Couple with a query below)*	**Social Proof Intro** *(Couple with a query below)*
1. How much would it help **if** you had the ability to . . . 2. What would be the measurable result **if** you could . . . 3. What impact would you see **if** you were able to . . . 4. How would it affect your business **if** you could . .	1. **If** you had the ability to . . . 2. **What if** you could . . . 3. **Suppose** you were able to . . . 4. **Imagine** that you could . . . 5. **Assume**, for a minute, that you could find a way to . . .	1. Many companies in your industry have selected us to help them . . . 2. One of the outcomes our clients experience is the ability to . . . 3. Many of our clients report they are able to . . . 4. We've helped several companies in your industry (area) to . . .

                                 (movement)   *(measure)*   *(very brief description of what we do and/or how we do it)*

. . . achieve the goal of . . .   _____ _____ by (with) _____.

. . . accomplish the objective of . . . _____ _____ by (with) _____.

. . . produce the result of . . .   _____ _____ by (with) _____.

. . . realize the dream of . . .   _____ _____ by (with) _____.

Closed-Ended Query *(Yes or No)*	**Open-Ended Query**
1. Is that something that might interest you? 2. Would that be worth looking into? 3. Would you want to explore that further? 4. Could that have a measurable impact? 5. Does that sound promising at all?	1. How would that impact your business? 2. What measurable result would that produce? 3. How would that improve the current situation? 4. What kind of an effect would that have on your _____ (unit, department, or company)?

Quantify

- How much money could you save on a _____ (daily, weekly, monthly, or yearly) basis?
- How much time would that drive out of your _____ process?

Prioritize

- How does this rank compared to other initiatives planned or underway?
- Which projects would take precedence over this one?

Personalize

- What would that mean for you personally?
- How would that make *you* look (feel)?

Timeline

- How soon would you need to take action on this?
- When do you need to start seeing results?
- What would be the consequence(s) of waiting?