**On the lines provided, note the strategy in your own words.**

**1. GREETING + CONNECTION**

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**2. CLARIFY WHAT THEY KNOW THEY NEED, THEIR PAIN**

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**3. DISCOVERY OF WHAT THEY WANT + DESIRE, THE POSSIBILITIES**

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**4. CONFIRM + GET AGREEMENT ABOUT WHAT THEY SAID THEY NEED** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**5. TURN THE CONVERSATION TO YOUR OFFER**

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**Sample Questions**

**PAIN / NEEDS**

What piqued your interest to speak with me today? / Why did you want to speak to me today?

What pattern or habit you find yourself repeating that is keeping you from having the INSERT YOUR OUTCOMES success you truly want?

What is specifically missing from your business?

You mentioned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. How has that been getting in the way of what you are wanting?

Why is \_\_\_\_\_\_\_(from above)\_\_\_\_\_\_\_\_\_ difficult for you?

How do you normally handle \_\_\_\_\_\_\_\_(from above if applicable or go back to something else)\_\_\_\_\_\_\_\_\_\_\_?

What’s the hardest part about (your outcomes / their NEEDS)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

What is not working right now?

So, what is it costing you to continue to have \_\_\_\_(from above)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ slowing you down?

What will happen in 3-6 months if you don’t fix this? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sounds like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is really important to you, let’s note that.

1-2 times in the above, mention a client you’ve helped, or how you’ve helped yourself, with similar. Then turn it back to them and their NEEDS.

**POSSIBILITY / DESIRE**

Why is now the time you must do something differently?

If you had it all your way, what would your \_\_\_\_\_\_\_\_\_\_\_\_ and life look like in 6 months?

What would your revenue / relationship / health / etc. be? Add more examples to prompt them to get specific. E.g. # of clients, pounds lost, progress made, decisions made, living / home, relationships, travel, etc.

If you had \_\_\_\_\_(this goal)\_\_\_\_\_\_\_\_\_\_\_\_\_\_, what would be possible for you?

How would things be different for you if you had \_\_\_\_\_(this goal)\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

What impact would shifting this have on your business, your lifestyle, your family and yourself?

What would be the best part of \_\_\_\_\_(the above)\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

What is important to you about \_\_\_\_\_(the above)\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Why else is important / significant / noteworthy about that?

What would it mean to you to move from \_\_\_\_\_\_\_NOW\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_GOAL\_\_\_\_\_\_\_\_\_\_?