



# ASKING RIGHT QUESTIONS Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

# **UPFRONT CONTRACT**

## Instructions:

Use this worksheet to create your own questions for an upfront contract.

<b>EXAMPLE:</b>	<b>YOUR QUESTIONS:</b>
<ul style="list-style-type: none"><li>• “So, Tom, exactly where and when would be best for us to meet?”</li><li>• “Let’s just agree on our top most-important items on the agenda. Is that fair?”</li><li>• “Are you planning to invite any others to the meeting?”</li><li>• “Is there anything else you think we need to add to the agenda?”</li></ul>	

# **EXPLORING CLIENT'S PAIN**

## Instructions:

Use this worksheet to explore the client's initial pain.

EXAMPLE:	YOUR QUESTIONS:
<ul style="list-style-type: none"><li>• "Tell me a little more about what you have experienced - why are we even talking right now?"</li><li>• ""What's the one thing you wish were better with your current provider?"</li></ul>	

## Instructions:

Use this worksheet to explore the client's pain on the business level.

<b>EXAMPLE:</b>	<b>YOUR QUESTIONS:</b>
<ul style="list-style-type: none"><li>• "How long has this been a problem?"</li><li>• "What have you tried to do about it? Did that work?"</li><li>• "How much do you think that this has cost you in lost opportunity or revenues - or threatened loss in revenue over the next few months?"</li></ul>	

## Instructions:

Use this worksheet to explore the client's pain on a personal level.

EXAMPLE:	YOUR QUESTIONS:
<ul style="list-style-type: none"><li>• "How would you feel if the revenue losses continued to occur?"</li><li>• "Would it affect your performance review if this happened?"</li><li>• "Have you given up trying to fix this?"</li></ul>	

# **DETERMINING IF YOUR PROSPECT IS READY TO TAKE ACTION**



## Instructions:

Use this worksheet to determine if your prospect is ready to take real action.

<b>EXAMPLE:</b>	<b>YOUR QUESTIONS:</b>
<ul style="list-style-type: none"><li>• "What kind of investment were you expecting to make for this project, Tom?"</li><li>• "To use a hotel analogy, were you expecting to make a 1,2,3,4, or 5-star investment for this, Jamie?"</li><li>• "Will you share with me the sort of range where this budget might start and then go up to in your experience on projects like this, Sam?"</li></ul>	

# **QUALIFYING YOUR PROSPECT**

## Instructions:

Use this worksheet to qualify your prospect.

EXAMPLE:	YOUR QUESTIONS:
<ul style="list-style-type: none"><li>• "What should the presentation I need to make look like?"</li><li>• "Where should it happen?"</li><li>• "Who will be there at the presentation?"</li><li>• "Why does it all have to be done this way?"</li></ul>	

# **DEALING WITH POTENTIAL BUYER'S REMORSE**

## Instructions:

Use this worksheet to deal with potential buyer's remorse after-sale.

<b>EXAMPLE:</b>	<b>YOUR QUESTIONS:</b>
<ul style="list-style-type: none"><li>• "Can I tell you my biggest fear, Terri? I'm worried that I might have pressured you into this deal. Could that be true?"</li><li>• "What will you say when (name of a competitor) decides to drop their price at the last minute to buy your loyalty?"</li><li>• "What do you think your boss will say to you when you tell them that you've decided to go with us? And what will you say to that?"</li></ul>	

# Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is enclosed by a thin grey border.

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