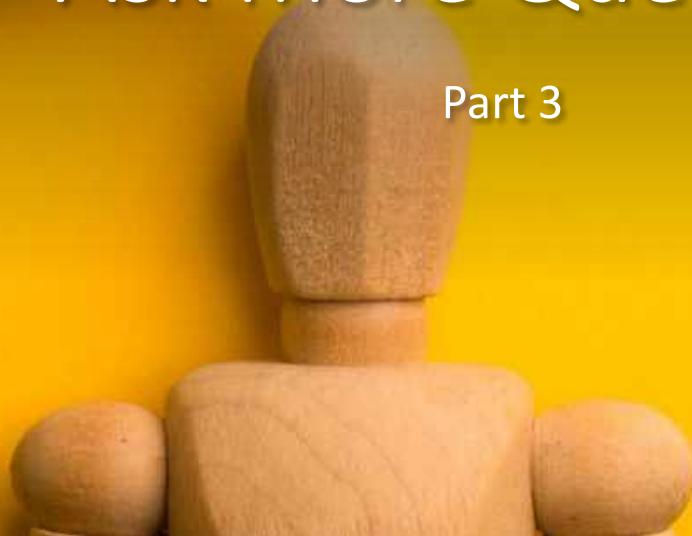




Ask More Questions

Part 3



Do Your Own Diagnosis

- Another reason people don't admit their pain is they don't believe a reasonable or affordable solution is available.
- They have pain and they know it, but the last time they looked at a solution, it was way out of reach for them.
- They don't want to listen to you because they think they know what you offer.
- Even if they do know your proposition, don't assume the previous doctor (sales rep) diagnosed their situation correctly.



Prescribe Based on Accurate Diagnosis

- You never prescribe treatment until the problem has been properly diagnosed.
- What questions can you ask to reveal pain?
- Develop at least three good questions you can ask to pinpoint an area of pain.



P.A.I.N. Index

Problem

Assess cause and effect

Implications

Next step



G.A.I.N. Index

Goal (What do they want to achieve?)

Assess specifics (How clear are they?)

Implications if achieved (Why it matters)

Next step



Prescribe Based on Accurate Diagnosis

- You never prescribe treatment until the problem has been properly diagnosed.
- What questions can you ask to identify a hoped for gain (goal)?
- Develop at least three good questions you can ask to gain specificity.
- What would be a good implications conversation?





Problem

- *“Now the donkey saw the Angel of the Lord standing in the way with His drawn sword in His hand, and the donkey turned aside out of the way and went into the field. So Balaam struck the donkey to turn her back onto the road.”* (Numbers 22:23)
- The donkey’s behavior indicated a problem, but she couldn’t talk.
- Balaam had a problem but didn’t see it. The angel of the Lord was blocking his path and his donkey refused to go any further. (What are the unseen things hindering your prospects or you?)
- Balaam beat the donkey, but the donkey was not the problem, only the symptom of the problem.
- Balaam’s action was similar to having a warning light go off in your car and instead of trying to treat the problem; you get a hammer and knock the warning light out!



Assess Cause & Effect

- *“Then the Lord opened the mouth of the donkey, and she said to Balaam, ‘What have I done to you, that you have struck me these three times?’” (Am I the cause?)*
- The symptoms were not the problem and the donkey, instead of telling Balaam what the problem was, began reasoning with him, leading him, through the use of questions, inferring that he needed to look elsewhere for the cause of his problem.
- And Balaam said to the donkey, *“Because you have made me look like a fool. I wish there were a sword in my hand, for now I would kill you!”* (The power of embarrassment – the need for social acceptance)



Implications

- The donkey presses his line of questioning further with Balaam, apparently amazed that Balaam couldn't yet see the problem.
- *"So the donkey said to Balaam, 'Am I not your donkey on which you have ridden, ever since I became yours, to this day? Was I ever disposed to do this to you?'"*
- Help your customers not only discover their problems and identify the root cause and effect, but also dig deeper and discover the implications.



Next Step

- *“Then the Lord opened Balaam’s eyes, and he saw the Angel of the Lord standing in the way with His drawn sword in His hand; and he bowed his head and fell flat on his face...”*
- The angel starts with a question... *“Why have you struck your donkey these three times?”*
- *And Balaam said... ‘I have sinned, for I did not know You stood in the way against me. **Now therefore, if it displeases you, I will turn back.**’*
- Once Balaam saw the problem, he was ready for whatever the next step was.
- Once your prospect sees the full extent of the problem, simply ask, “What would you like to do about that now?” or “What do you see as a logical next step?”
- Don’t tell them the next step. Ask them!

Exercise

- Identify the 3 most common problems your prospect has
- What are the questions you might ask to uncover those.
- What are the likely causes, effects and implications?
- What will you ask to reveal those?
- Practice this on three people this week.

