



# Instilling Faith Through The Use Of Questions

How to Successfully Instill  
Buyer Confidence



A person in a dark, hooded robe stands on a rocky cliff, looking out over a vast, hazy landscape at sunset or sunrise. The person is holding a staff and is positioned on the right side of the frame. The background shows rolling hills and mountains under a warm, golden light. The overall mood is contemplative and serene.

## Hebrews 11:1

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- *“Now faith is the substance of things hoped for, the evidence of things not seen.”*
- How does this relate to business and sales?
- The level of faith required has an inverse relationship to their level of motivation.

## Hebrews 11:1

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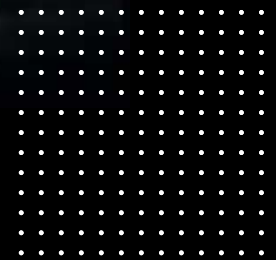
- Now **FAITH** (seeing with the heart or perceiving what is unseen)
- is the **SUBSTANCE** (foundational sub-floor, an underlying reality)
- of **THINGS** (realities, matters, pragmatic facts)
- **HOPED** for (future-oriented confidence, fortified by the character of the person making the promise),
- the **EVIDENCE** (that which demonstrates a fact so convincingly that we can face (see it as real)
- of **THINGS** (realities, matters, pragmatic facts)
- not **SEEN** (not revealed by natural light).



***We use faith as the flashlight to reveal the unseen realities that are ours to possess.***



- **Clarify things hoped for!** Identify and amplify desired future benefits, they are looking to experience.
- **Instill faith** (hypostasis): Cause them to “see” with the eyes of their understanding the outcome they desire and you can provide. This is done with questions you paint a picture of the unseen so vividly they too can see what you see.
- **Provide substance:** What is the sub-floor upon which prospects can place their hopes on?... **TRUST** How do we create trust? Philippians 2:5-8 Also, **RAPPOR**T... Ask questions. Build trust and certainty about future outcomes.
- **Provide evidence** (elegcho): That which demonstrates a fact so convincingly that we can face (and see – imagine as real those things which are not currently visible in the natural light spectrum).



# Hebrews 11:1

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- “Seeing” is the substance underlying those things we hope for.
- All things are twice created. (i.e. Bible Inc)
- They all start with “seeing”
- If we can’t see it (imagine it) we can’t hope or believe, and we won’t take action.
- That hope is based on the confidence we have in the one making the promise.
- Therefore it is critical to establish trust and develop rapport





## Three Areas To Establish Faith

- What image do they need to see / believe, to be able to proceed?
- The credibility of that evidence will be strengthened or weakened depending on the level of faith or confidence they have in three areas:
  1. You and or the company you represent
  2. What they believe about the product or service you represent (i.e. Do they have confidence in the TYPE of solution you're offering?)
  3. What they believe about THEIR ABILITY or LIKELIHOOD OF SUCCESS if they make the purchase - INCLUDING the TIME to realize the result.

# Hebrews 11:1

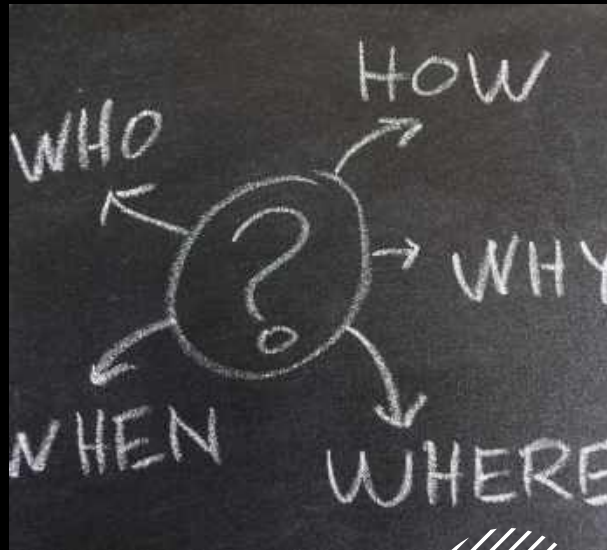




- That “seeing” (faith) has to be so clear, compelling and convincing that it’s as good as evidence.
- You create that strength of faith, that clarity of vision by offering evidence that supports the picture you’re helping them paint with your words and their imagination.
- That evidence fills in the gaps like a “paint by numbers” painting, until all the colors are seen.
- Once the painting is complete, the next logical step is to buy the painting.





# Socratic Questioning



- The Socratic Model is a method of asking a series of thoughtful, open-ended questions to help someone examine their beliefs, clarify their thinking, and discover truth for themselves rather than being told the answer.
  - **How it works**
  - Start with a question about what they think or believe.
  - Ask follow-up questions that dig deeper into the reasoning, evidence, and implications of that belief.
  - Instead of correcting them directly, you guide them to see contradictions, gaps, or new perspectives.
  - This process prompts *self-discovery*, so the person often convinces themselves through their own reasoning.
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## ASKING QUESTIONS

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- God asked Job 75 questions in a row. Jesus asked 307 questions. He was asked 183 questions. Answered directly less than 10
- The best way to paint a picture on the canvas of someone's heart and mind is NOT by describing it.
- Better to have them use their own paintbrush (choice) and draw from their own color palette (imagination) and paint what you're helping them see.
- Imagine a bald eagle flying... What do you see?
- Everyone will see something different.

# Window Treatments

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For window treatments, this means helping clients envision their home transformed from its current state to a luxurious, comfortable, energy-efficient sanctuary that reflects their success and enhances their lifestyle.





## Phase 1: Discovery Questions (Current Window Experience)

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- When you walk into your main living areas, what's the first thing you notice about the natural light and how it affects the room?
- How would you rate your current level of satisfaction with your window treatments on a scale of 1-10, and what makes it that number rather than a 10?
- How comfortable do you feel in your home during different times of the day when it comes to privacy?
- Have you noticed any particular rooms that seem harder to keep comfortable temperature-wise?
- If you have children or pets, have you ever had any concerns about your current window treatments?

## **Phase 2: Aspiration Questions**

What is the substance of things you hope for in your ideal home?

- If you could wave a magic wand and create the perfect lighting and ambiance in your home, what would that look like throughout different times of the day?
- What would it mean to you to have complete control over the privacy, lighting, and comfort of every room in your home?
- When you think about your home reflecting your success and personal style, what elements are most important to you?
- How would it feel to have window treatments that are not just functional, but truly beautiful—something that adds to the overall elegance of your home?
- What would your ideal morning routine look like if your home environment automatically adjusted to support how you start your day?

## Phase 3: Gap Questions (Awakening Desire)

What evidence do you see of the gap between your current reality and your hopes?

- How often do you find yourself thinking, 'I wish this room had better lighting' or 'I wish I had more privacy here'?
- What opportunities to truly enjoy your home are you missing because the environment isn't quite right?
- When you think about your energy bills, how much do you think you might be losing due to inefficient window treatments?
- When you think about your home as an investment, how do you feel your current window treatments are contributing to its value?
- How long are you willing to deal with window treatments that don't operate smoothly or reliably?



## **Phase 4: Solution Exploration Questions**

What evidence exists that your window treatment transformation is possible?

- Have you ever been in a home where the window treatments and lighting made you think, 'Wow, this feels amazing'?
- What do you think makes the difference between homes that feel ordinary and those that feel truly luxurious and comfortable?
- How familiar are you with the advances in motorized and smart window treatments?
- When you think about investments you've made in your home, which ones have given you the most satisfaction and daily enjoyment?
- How important is it to you to work with someone who really understands both the technical and aesthetic aspects of window treatments?

## **Phase 5: Commitment & Investment Questions**

### **Inspiring Faith Based Action:**

What evidence do you need to take action on transforming your home?

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- When you make significant investments in your home, what criteria do you use to evaluate whether it's the right decision?
- When you think about the daily enjoyment, energy savings, and increased home value, how do you evaluate the return on this investment?
- On a scale of 1-10, how ready are you to transform your home into the comfortable, luxurious environment you've described?
- Based on everything we've discussed about your current situation and your vision for your home, what's your gut feeling about whether this is the right step?
- What would you tell yourself if you let this opportunity to transform your home pass by?



# The Imagine Framework

- Imagine walking into your living room tomorrow morning and having the perfect amount of natural light automatically filtering in—how would that change your morning routine?
- Imagine hosting a dinner party where you could create the perfect ambiance with just a touch of a button—what would that mean for your entertaining?
- Imagine never having to get up to adjust blinds or worry about privacy again—how would that change your daily comfort?



# The “What If” Framework

- What if you could see a 20-30% reduction in your energy bills while also having a more comfortable home—would that change how you think about the investment?
- What if we could guarantee that your new window treatments would operate flawlessly for the next 15 years—how would that affect your decision?
- What if your friends and family started asking you for recommendations because they were so impressed with your home transformation?



# Objection Handling Using Questions

- **Price/Investment Concerns:** When you think about the daily enjoyment you'll get from this investment over the next 15-20 years, how does that change the value equation? How do you think this will impact the value of your home?
- **Timing Concerns:** What would have to change in your situation for the timing to feel perfect? What's the cost of waiting for the 'perfect' time versus enjoying the benefits starting now? If we could do "X" for you, how would that change your timing concern?
- **Technology/Complexity Concerns:** What would it mean to you to have a system that's actually simpler to use than what you have now? What if we could show you exactly how simple and intuitive the system is before you make any decisions?
- **Maintenance/Reliability Concerns:** What if these window treatments required less maintenance than what you currently have?

# Customer Specific Approaches

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- **The Luxury Homeowner:** When you think about your home reflecting your success and personal style, what elements are most important to you?
- **The Busy Professional:** How much time do you currently spend each day adjusting window treatments, and what would it mean to automate that completely?
- **The Design-Conscious Client:** When you think about the overall aesthetic of your home, how important is it that your window treatments make a design statement?
- **The Energy-Conscious Customer:** Have you calculated how much you might be losing in energy costs due to inefficient window coverings?
- **The Safety-Conscious Parent:** What would it mean to you to eliminate all cord-related safety concerns while also having better functionality?

# Key Success Factors

- **Transformation Focus** - Sell the lifestyle improvement, not just products
- **Daily Impact** - Emphasize how this affects their life every single day
- **Investment Mindset** - Frame as home value enhancement, not expense
- **Luxury Positioning** - Connect to status, success, and personal style
- **Energy Efficiency** - Highlight cost savings and environmental benefits
- **Safety First** - Address family protection, especially with children/pets
- **Convenience Factor** - Emphasize time savings and ease of use
- **Remember:** Window treatments affect how people *feel in their home every single day.*
- Position yourself as the expert who can transform their daily living experience while adding value to their most important investment—their home.