

A woman with long blonde hair, wearing a teal button-down shirt, is shown in profile, looking towards a man whose back is to the camera. The man is wearing a light blue shirt. They appear to be in a professional setting, possibly an office or meeting room, with a window and some greenery visible in the background. The lighting is soft and natural.

**Selling is Not About Telling**  
It's About Listening

# Why Question

*“He who answers a matter before he hears it, it is folly and shame to him.”*  
(Prov. 18:13)

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- Develop Rapport
- Build Trust
- Demonstrate Care
- Reveal Need
- Develop Need
- Reveal Heart
- Reveal Motivation



A magnifying glass with a wooden handle is positioned over a collection of grey puzzle pieces. The lens is focused on a single puzzle piece that features a large, raised question mark. The background is a soft-focus field of many other puzzle pieces, creating a sense of depth and mystery. The lighting is warm, highlighting the texture of the puzzle pieces and the magnifying glass.

# DISCOVERY QUESTIONS

- *“Call to me, and I will answer you, and will show you great things, and difficult, which you don't know.” (Jeremiah 33:3)*
- God encourages us to ask of Him, to discover the great things about Him. To accomplish this, we're not going to say, “Good morning God, wasn't that a great football game?”



# FOCUS QUESTIONS

- *“Then Paul said to him, ‘God will strike you, you whitewashed wall! Do you sit to judge me according to the law, and command me to be struck contrary to the law?’” (Acts 23:3)*
- The high priest Ananias had just commanded Paul to be struck on the mouth during an interrogation.
- Paul used this focus question to reveal a weakness in their approach. They were in violation of the law they were sworn to uphold and Paul revealed their folly with a simple focus question.

# INSTRUCTIVE QUESTIONS

- *“When they had tied him up with thongs, Paul asked the centurion who stood by, ‘Is it lawful for you to scourge a man who is a Roman, and not found guilty?’” (Acts 22:25)*
- Paul is a prisoner being questioned under duress and is about to be scourged. He needs to sell someone on the idea of treating him properly.
- Paul uses a question worded in such a way as to be instructive. He is informing his captors that he is both a Roman citizen and uncondemned.





## CONTAINMENT QUESTIONS

- *“The commanding officer came and asked him, ‘Tell me, are you a Roman?’ He said, ‘Yes’”.* (Acts 22:27)
- Now the officer in charge of Paul is concerned and he asks Paul a direct question that contains Paul or limits him to a clear, unambiguous answer.
- The nature of containment questions is that they typically can only be answered with a “yes” or a “no” or a one-word answer.

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# SUMMARY QUESTIONS

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- A summary question summarizes your understanding of what has been said and asks for confirmation.
- The purpose is both to ensure your own understanding of the facts and to clarify that understanding with the buyer.
- It shows that you've been listening, and the buyer has been heard.





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## The P.A.I.N. Index

- **Premise:** People don't usually change until they feel the pain of remaining the same.
- Our job is to help our prospects realize they have pain and with their help, correctly diagnose it. Then and only then, are we to prescribe a course of treatment.
- A very successful model for uncovering pain and its causes is the P.A.I.N. Index *modeled exquisitely by a talking donkey.*

# The P.A.I.N. Index

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**P**roblem

**A**ssess

**I**mplications

**N**ext Step





## The P.A.I.N. Index

- **Problem:** *“Then the LORD opened the eyes of Balaam, and he saw the angel of the LORD standing in the way, and his sword drawn in his hand: and he bowed down his head, and fell flat on his face.”* (Numbers 22:31)
- Balaam had a problem but he didn't see it. The angel of the Lord was blocking his path and his donkey refused to go any further.
- Balaam beat the donkey, but the donkey was not the problem, only the symptom of the problem.



## The P.A.I.N. Index

- **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?’”*
- 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.



## The P.A.I.N. Index

- **Implications:** *“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?’”*
- The donkey presses his line of questioning further with Balaam, apparently amazed that Balaam couldn’t yet see the problem.
- The donkey was in effect saying, “We’ve been together a long time and suddenly I stop on a path and refuse to move. Gee Balaam. Do you think there might be a problem you don’t see?”

A photograph of a grey donkey standing in a rocky, hazy landscape. The donkey is facing left, and the background is a misty, mountainous area. The text "You Comin?" is overlaid in the top left corner.

# You Comin?

## The P.A.I.N. Index

- **Next Step:** *“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!