

Rapport!

Hows day been going?

Howd you come up with this business?/

SPIN QUESTIONS

SITUATION

what I can do anything to make this easier for you

Have you done this before

What are your biggest issues right now

How are you feeling about this/what happened so far

How many sales have you gotten in the last 30 days

How much do you want to increase your sales in the next 30 days?

How are you gaining attention

Whats your primary market

Do you have any sales funnels?

PROBLEM

Whats keeping you from reaching (goal)

What mistakes are you making that you want to fix?

What have you tried that isnt working?

What do you want to try?

IMPLICATION

What will your business look like in 1 year if you didn't do anything to fix it?

What will it look like if you did fix it?

How will fixing/not fixing affect other areas of your business or life.

How will this affect your spot in the marketplace?

NEEDS/PAYOFF

How much more revenue will fixing this problem bring you over the next year

/ how valuable will this be to your business?

Pitch product/solution

Tell discover project