

The Red Book of Questions

A Practical Guide to Selling Through Dialogue, Not Pressure

Core Principle

People don't buy because you convince them.

They buy because **they convince themselves**.

Your job is not to persuade.

Your job is to **guide thinking**.

This framework uses **structured dialogue** to help someone:

- Understand their real situation
 - Discover problems they didn't fully recognize
 - Feel the cost of staying the same
 - Verbally commit to change
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The 5 Stages of High-Conversion Conversations

1. Connection Questions

Goal: Lower resistance and disarm defensiveness.

These questions shift attention *away from you* and place it on them.

Examples

- “Before we go any further, can I ask what got you looking into this in the first place?”
- “Were you looking for something specific, or just exploring options?”
- “What ended up happening the last time you looked into something like this?”

Why it works:

People relax when they don't feel sold to. Curiosity replaces resistance.

2. Situation Questions

Goal: Understand their current reality — and help *them* see it clearly.

These are factual, but never robotic.

Examples

- “Walk me through how you’re handling this right now.”
- “How long has that been the setup?”
- “What’s working well with that... and what’s not?”

Key rule:

If they can't clearly describe their situation, they're not ready to change it.

3. Problem Awareness Questions

Goal: Surface emotional friction and hidden gaps.

These questions uncover:

- Why the current situation isn't ideal
- What it's costing them
- What they've normalized that shouldn't be normal

Examples

- “What about this has been frustrating for you?”
- “What happens if nothing changes here?”
- “How is this affecting you personally — not just on paper?”

Important:

You're not creating problems.

You're helping them **notice what already exists**.

4. Solution Awareness Questions

Goal: Get them emotionally invested in solving the problem.

These questions shift thinking from *pain* → *possibility*.

Examples

- “If this was handled properly, what would that allow you to do?”
- “How would that change things for you day-to-day?”
- “What would ‘ideal’ look like if this was no longer an issue?”

At this point, they start imagining life **after** the problem.

5. Consequence Questions

Goal: Create urgency without pressure.

These questions contrast:

- Staying the same
- Versus changing now

Examples

- “What’s the risk of waiting another 6–12 months?”
- “How long can this realistically stay the same before it becomes a bigger issue?”
- “What happens if you don’t address this at all?”

This is where decisions are made.

Not logically — emotionally.

Transition Questions (Bridge to Options)

Once clarity exists, *ask permission* to move forward.

Examples

- “Based on what you’ve told me, would it make sense to look at what solving this could look like?”
- “If there was a way to address this properly, would you want to explore it?”

When they say yes — you’re no longer selling.

You’re **collaborating**.

Commitment Questions

Goal: Convert clarity into action.

These questions help them commit verbally before committing practically.

Examples

- “What feels like the next logical step for you?”
- “Are you comfortable moving forward if this solves what we discussed?”
- “Is there anything holding you back from taking action right now?”