

Rapport questions:

1. “Hey man, it’s pretty cool that you guys are helping people with their vertical jump.

Just a question out of curiosity, who do you think was more athletic: MJ or LeBron?
(Honestly this question is enough to lighten up the mood and start a great conversation but I’ll add another one just in case).

2. “What was it like the first time you hit a dunk in-game or in front of other people?”

(I could even share my personal experiences and have a relatable conversation with the prospect).

SPIN

- **Situation**

- “How profitable is your business right now? Are you guys where you want to be for the business?”
- “Ideally, what does success for [Business Name] look like?”

- **Problem**

- “What’s stopping you from reaching your dream outcome?”
- “Have you tried to solve the problem?”
- “What have you done to try to solve the problem?”

- **Implication**

- “If you don’t generate enough leads, what would your business look like in two years?”
- “If you increased lead generation, how far would your business go in two years?”

- **Needs/Payoff**

- “Let’s say you solve this problem. How much profit would [Company Name] generate by next year?”