

Building Rapport Questions:

- Hey, How are you?
- How is your day going?
- How do you manage work-life balance, especially during busy periods?

Situation Questions:

- How did you get started?
- why did you get involved in this business? If you could change that where would you go instead?
- what are your goals?
- what are your dreams?
- what do you fear and why?
- what is painful about your current situation?
- who is your target market?
- what would your perfect customer look like?
- what is one thing your best customers have in common?

Problem Questions:

Example: Decreased Customer Retention Rate

- How does this problem align with your long-term business strategy?
- What is keeping you from reaching this goal?
- what mistakes have you made that you could fix?
- what are some mistakes you think you are making but are unsure about?
- what strategies have you implemented to fix these problems but failed?
- Could you share some insights into your company's historical customer retention rates? Have you noticed any significant changes recently?
- what value do you think you could add that would increase the retention rate?

Implication Questions:

- Where will your business be in 1 year if you never fix this problem?
- where will your business be in 1 year if you solve this problem?

Needs payoff Questions:

- If you can solve this problem and can get more people's attention while Increase customer retention rates, how much revenue or value is this going to bring to your business over the next year?

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Sub book