

Situation:

1. Can you tell me a little bit about how you got involved in this business?
2. Who is your target market?
3. What are your goals with the business?
4. What are you doing to get there currently?

Problem:

1. What's keeping you from reaching your goals?
2. What have you tried that isn't quite working?

Implication:

1. How does X problem impact your work?
2. How do you see your business in X years if you won't solve this problem?
3. How does it impact your day to day life?

Needs / Payoff:

1. How much revenue will solving the problem bring you?
2. How will solving the problem help your work?
3. How important is it to you personally? What about your team?