

Building Rapport:

- How are you today?
- how 's your day going so far?

Situational questions:

1. How did you start your business?
2. Is there a specific story that brought them into the business?
3. Why did you choose this business?
4. How long have you had this business?
5. How much would you rate your business on a scale of 1-10 in terms of how much growth you achieved?
6. How hard do you think the situation you are in on a scale of 1-10?
7. What's your specific target market?

Problem questions?

1. What do you think is your problem?
2. What do you think caused the current problem?
3. How do you think you're going to get out?
4. Have you tried to get out already?

Implication questions:

1. What do you think will happen if you stayed in your current state for 1y, 5y, 10 y?
2. What do think if you got to your dream state for 1y 5y 10 y?
3. What do you think will happen 6 months after we solve the problem?

Need and pay off:

What is the pay off that you will make in a year after the problem?

How much would you value the amount in dollars?