

Hey Kelly, <https://www.commongood.co/>

## Intro and Rapport Building

-Hey Kelly, can you hear me ok?

-How've you been?

-I saw on your LinkedIn profile that your business is located in Denver colorado, Are you based there as well?

## Situation Questions

Do you mind if I record the call so that I can go back and re-evaluate what we will discuss during the meeting?

1. Talk to me about your business, what do you do?
2. Why did you decide to start a Marketing agency?
3. Do you have any Ideal customers, anyone you're currently working with right now?
4. Have you ever experienced dishonesty with people you have worked with in the past?
5. What is your current angle on Marketing, what's your main tool to acquire new customers?
6. What do you hate or dislike about something that you're currently doing with your business, regarding customer acquisition, service delivery, or even marketing?

## Problem Questions

7. How would you want to improve your marketing?
8. What are your goals for the near future, what do you plan on achieving with your business?/ What would your business look like if it was perfect, what are some expectations you'd have if your business had no flaws?
  - a. -Money?
  - b. -Change the world?
9. (Try and figure out what isn't working as well as they desire...)
10. What is it you're doing that's not working to your best expectations?

## Implication Questions

11. Here's what's gonna happen if we don't deal with this problem as soon as possible.
12. Tease a little bit about how we can figure out a way around their obstacles.

## Needs/Payoff Questions

13. Explain their situation and how solving their problem would benefit them greatly if properly handled
14. “how much more money would X bring in?”, “how much are they losing because of Y”, etc.

## Discovery Project Proposal and Close

15. Lay out everything that needs to be done to take them from where they are now to where they need to go
16. Identify the first steps that would make sense as the discovery project
17. Offer the discovery project
18. Define the next steps for fulfilling the work, handling payment, and future communication timelines
19. End the call and collect the money