

Compassionate Conversation Framework and Sample Questions

Preparation

10 minutes Before the call do the following:

- Make sure you are in a quiet room with no interruptions
- Use your phone with headphones so your hands free to take notes and expressing
- Record the call
- Have a cop of the questions in front of you
- Have a pen and notepad
- Release all attach to the "YES" and put all focus onto an accurate diagnosis
- Lose all emotional baggage from the day or previous calls, be tranquil and focused

Psychology (bonding and rapport)

1. Establish where they might be on the DISC and adapt you behaviour
2. "Match" your prospect's posture, body movements, volume, rate of speech, tone, favourite phrases, etc.

Permission Step

(asking permission – letting the prospect feel like they are in control of the process) Be nurturing, patient, curious.

1. Do you mind if I take notes – use the clipboard
2. I was hoping to record this conversation for training purposes is that ok?
3. Do we still have 60/90 mins
4. Sometimes we might need a follow up meeting, would you be ok with that?
5. Does it make sense for us to turn off our phones – so we're not interrupted
6. It is worth we put together an agenda together to make the most of the meeting?
7. So what would you like to achieve today from this meeting?
8. What I'm looking for if there is a clear fit for us to work together, yes, no or a yes with a way forward.
9. If at any stage this doesn't feel right, could you just tell me NO
10. And if for any reason I feel the similar would you mind if I do the same?
11. Sometimes I ask a lot of questions – just say next Q
12. Often clients are shopping around – I don't compete on price only on quality of the work and service provided – are you looking at other architects?
13. At some point if we get that far, we're going to need to talk about budget, decisions, and then we'll talk about what the process might look like, and then we'll decide whether we want to business together, is that ok?

2 REASONS Why SOME people choose not to do business with me

1. Expensive
2. We charge our fees in advance of our work
3. Time

Go slowly...

Are any of those a reason for us not to carry on speaking?

My greatest fear is that people come to me to pick my mind for free ideas – that's not happening here, is it?

Have I missed anything?

Pain / Pleasure

Why am I here?

If we could wave a magic wand where everything could happen the way you wanted it to – what would you do?

Is that what you are going to?

Why not?

Why did you decide to see an architect?

Who's idea was it?

Why now?

What were you hoping to accomplish?

- How long have you been thinking about doing this?
- Have you ever done any building work before?
- Why didn't you buy a home with the perfect first?
- How do you see me helping you?
- Supposing I could help you what would be the next step?

Question ideas-

Tell me more about that.

Can you be more specific?

Give me an example?

How long has that been a problem?

What have you tried to do about that?

And did that work?

How much do you think that has cost you?

How do you feel about that?

Have you given up trying to deal with the problem?

Do you believe this is doable?

Ok and what is your motivation to getting to X?

How would things be different if your home did X?

Would getting your home to X have an impact on other areas of your life? Tell me about that...

What were you hoping I could do?

Supposing I could do that, what happens then?

Price

- what all this costing you if we add it up?
- How do you feel about this?
- Add up what's it costing them and tell them (e.g we're spending X on our mortgage, and we can't even use the kitchen problem etc).

Resources

- Do you have a budget set aside?
- You wouldn't mind sharing it with me, would you?

Discover their Decision-making process

- Beside yourself, who else is involved in the decision-making process?

Presentation

Review the outcome of the previous meetings. Have your prospect provide a summary from their perspective first.

Add any additional pains or problems they left out of the summary.

On a scale of 1-10 where are you with this being a fit for you (money aside)? What do you have to see or hear to get to 10?

Make a list of items (questions) they want to see or hear to get to a “9 or 10.”

Answer the questions or set another meeting to answer the questions.

Present your process or discovery offering.

Ask if they have any other questions.

Let them ask for the price / investment (if they use the word cost – politely correct to investment ‘we like to work with clients who consider our services as an investment to their property’).

Say the price and stay silent, let them think about it and don’t say anything until they speak first.

When they accept, thank them and explain the next step is to shake hands, which means in principle we are agreed to the terms and we’ll proceed to the next step which is drafting up the contract, reviewing it together, and mutually signing it.

Post Sell

1. The Post-Sell Step is a simple matter of making sure the sale is locked up by deliberately giving your prospect a chance to back out.
2. Lock up the sale officially. Get a purchase order, check, signed contract, cash, etc. Bring up a compromise your prospect agreed to earlier: “George, I want to make sure ‘blue’ is not a problem. Originally you had hoped for ‘red.’ I bring this up because I don’t want to leave today, and then have you call me later and possibly cancel the order because of that. You wouldn’t cancel because of the change we agreed upon, would you, George?”

It’s a lot of money and expense are you sure you want to do this?

Alternative Post Sell

Thank you very much for your vote of confidence.

Do you have any questions?

Would it make sense to review what you want?

What’s the most important thing you want to get out of this service?

Get clear on the payment plan and a date for first site visit / consultation.

RECAP -

1st consultation will commence after the 1st payment.

Choose a date.

Before the project kick-off meeting, I will send you X [insert any details you may need to send].

Shall we choose a time for the first payment? (ie. before the consultation, as soon as I send invoice, etc.)

Is there anything else before we get ready to shake hands on the agreement?

We're about to shake hands and once we've shaken hands this is it - we're committed.
I'm committed to providing you with the design services and you're committed to paying the fees and collaborating fully.

Now's the time to pull out - it's a lot of money and the work will be [insert your choice negative adjective e.g expensive, demanding,] - do you want to pull out now?

Stick your hand out into the air.
Thank you for your vote of confidence.