

SPIN QUESTIONS

Situation Questions

- *"Who are your best customers in terms of both revenue and repeat business?"*
 - *Customers who have just bought a house*
 - *Customers who have a UPDC door repair*
- *"So how did you get started in business? I'm just curious to know."*
 - *Just left a career, didn't know what to do. Needed to*

Problem Questions

- *"What's your dream revenue/target for the business right now?"*
 - *Come up on Google*
 - *100k a month*
 - *"Locksmith york" - 98%*
 - *"UPDC Door repair"*
- *"What's been the most frustrating obstacle when working toward these goals? What have you tried so far to hit this goal?"*
 - *Getting the phone to ring more, all day long*

Implication Questions

- *"What happens if you can't fix this problem?"*
 - *Is that I don't get better, keep the revenue*
- *"If this continues for another year, how will that affect your team, your resources, or even your reputation with clients?"*

Needs/payoff Questions

- *"If you had this problem solved, what would that allow you to focus on next, or what would it free up for your team to do?"*
 - *More staff - main thing*

- *"I'm going to send over a basic first project tailored to help you (GOAL HERE) as fast as possible. It'll be super low risk for you and it basically serves as a benchmark for future business. Sound good?"*