

MAKE A COPY BEFORE SAVING

CONVICTION CONVINCES FRAMEWORK

This is part of the Business Leap Coaching Program by Floyd Tavares- Not for circulation. Refer to 'Sales Rhythm- Conviction Convinces Framework session' for whole session recording & implementation discussion.

How to Practise and Apply This Framework

- 🖋️ ***Write these questions on a prominent page in your journal*** — make them visible every day.
- 💬 ***Refer to them before every meeting or call*** — so you enter with focus and intention.
- 🤝 ***Practise them with peers or close mates*** — especially if you're part of BNI or any referral network.
- 🧘♂️ ***Pause after every question.*** Don't rush to fill the silence — the silence is where your prospect starts thinking.
- 🎯 ***Keep your tone calm, curious, and caring.*** Your energy should say: "I'm here to understand, not to convince."
- 🧩 ***Use these questions to diagnose, not to sell.*** Once they feel understood, they'll naturally want to hear your solution.
- 🔄 ***Rehearse regularly.*** The more naturally these questions flow, the more effortless your sales conversations become.

Remember — conviction is contagious.

When you believe deeply in the problem you solve, your clients will feel it too.

Conviction Convinces Power Questions

1 “Tell me what’s happening right now with [their goal or challenge]. What’s working well and what’s not?”

2 “When did this start becoming a challenge or a priority for you?”

3 “If you don’t fix this soon, what do you think might happen in the next few months?”

4 “How is this showing up for you personally — in your day-to-day, your energy, or your peace of mind?”

5 “What have you already tried to fix this? How did that go?”

6 “If you could wave a magic wand and fix one thing tomorrow, what would that be?”

7 “Can I share something most people in your situation don’t realize?”

8 “If I could help you get that result — fix this in the next 30–90 days — would you want to explore what that looks like?”

EXAMPLES

1 “Tell me what’s happening right now with [their goal or challenge]. What’s working well and what’s not?”

Purpose: Opens trust. Let clients talk about where they are today.

Examples:

- **Business Coach** – “Tell me what’s happening in your business right now. What’s working well and what feels stuck?”
 - **Nutritionist** – “How are your eating habits and energy levels these days? What’s working well and what’s not?”
 - **Home Automation** – “How are you currently managing your home systems — lights, AC, security? What’s working smoothly?”
 - **Commercial Broker/Builder** – “Tell me a bit about your business — what kind of space are you looking for, and what’s most important right now?”
 - **Rent a Cab Aggregator** – “How’s your ride volume these days? What’s working well, and what’s been challenging?”
 - **Software Company** – “How’s your current tech setup performing? What’s running fine and what keeps breaking down?”
 - **Yoga Instructor** – “How are your energy levels and flexibility these days? What’s working for your body and what’s not?”
 - **Lactation Consultant** – “How is breastfeeding going so far for you and your baby? What’s been smooth, and what’s been tough?”
 - **Surprise Events** – “What’s the big moment you’re planning? What have you already thought of, and what do you need help with?”
 - **Gamifying Events** – “What kind of events do you usually run? What’s keeping people engaged, and what’s not clicking yet?”
 - **Wedding Planner** – “What does your dream wedding look like so far? What feels clear, and what’s feeling overwhelming?”
 - **Cleaning Services** – “How are you currently managing your cleaning routines? What’s working well and what’s falling behind?”
 - **Social Media Marketing Agency** – “How’s your brand presence online right now? What’s working and what’s not getting traction?”
-

2 “When did this start becoming a challenge or a priority for you?”

Purpose: Identifies urgency and emotional trigger.

Examples:

- **Business Coach** – “When did you start feeling like your business needed a new direction or strategy?”
 - **Nutritionist** – “When did you start noticing your energy or health changing?”
 - **Home Automation** – “When did you first feel like managing your home manually was becoming a hassle?”
 - **Commercial Broker/Builder** – “When did you start thinking about expanding or relocating your business?”
 - **Rent a Cab Aggregator** – “When did you notice your bookings or profits starting to dip?”
 - **Software Company** – “When did your system issues start becoming a real problem for your clients or team?”
 - **Yoga Instructor** – “When did you start feeling like your body or energy wasn’t where you wanted it to be?”
 - **Lactation Consultant** – “When did feeding start to feel stressful or confusing for you?”
 - **Surprise Events** – “When did you decide you wanted to plan this surprise? What gave you the idea?”
 - **Gamifying Events** – “When did you realize your events could be more interactive or fun?”
 - **Wedding Planner** – “When did you start planning the wedding? How long have you been dreaming about it?”
 - **Cleaning Services** – “When did you start feeling like maintaining a clean home or office was getting overwhelming?”
 - **Social Media Marketing Agency** – “When did you start noticing your social media results or engagement slowing down?”
-

3 “If you don’t fix this soon, what do you think might happen in the next few months?”

Purpose: Creates gentle urgency — helps clients see the cost of waiting.

Examples:

- **Business Coach** – “If nothing changes, how might that affect your growth or motivation?”
- **Nutritionist** – “If your energy stays the same, how might that affect your work or health in the next few months?”
- **Home Automation** – “If you delay automation, how might that impact your time, safety, or comfort daily?”
- **Commercial Broker/Builder** – “If you don’t find the right space soon, how might that affect your operations or team?”
- **Rent a Cab Aggregator** – “If your bookings don’t pick up soon, how will that impact your revenue?”

- **Software Company** – “If your tech issues continue, how will that affect client satisfaction or delivery?”
 - **Yoga Instructor** – “If you stay low-energy or inflexible, how will that affect your mood and routine?”
 - **Lactation Consultant** – “If feeding stays stressful, how will that affect your bonding and peace of mind?”
 - **Surprise Events** – “If this surprise doesn’t go as planned, how might your partner feel?”
 - **Gamifying Events** – “If people don’t engage in your events, how might that affect your results or reputation?”
 - **Wedding Planner** – “If stress keeps building, how will that affect your enjoyment before the big day?”
 - **Cleaning Services** – “If your cleaning keeps slipping, how might that affect your comfort or hygiene?”
 - **Social Media Marketing Agency** – “If your online growth doesn’t improve, how will that impact your leads and sales?”
-

4 “How is this showing up for you personally — in your day-to-day, your energy, or your peace of mind?”

Purpose: Builds empathy and human connection.

Examples:

- **Business Coach** – “How is this lack of clarity affecting your confidence or focus?”
- **Nutritionist** – “How does tiredness or low energy affect your motivation or daily routine?”
- **Home Automation** – “How much stress does it cause to manage everything manually?”
- **Commercial Broker/Builder** – “How does the uncertainty of finding clients affect your motivation?”
- **Rent a Cab Aggregator** – “How does managing drivers and bookings affect your peace of mind?”
- **Software Company** – “How does dealing with bugs or system issues affect your team’s energy?”
- **Yoga Instructor** – “How does feeling stiff or drained affect your day-to-day mindset?”
- **Lactation Consultant** – “How is this stress affecting your rest or confidence as a new mom?”
- **Surprise Events** – “How are you feeling about organizing this? Excited, nervous, or both?”
- **Gamifying Events** – “How does low participation affect your enthusiasm for your events?”
- **Wedding Planner** – “How is this planning journey affecting your emotions — excited or stressed?”
- **Cleaning Services** – “How does seeing clutter or mess affect your focus or peace of mind?”

- **Social Media Marketing Agency** – “How does seeing inconsistent results affect your confidence or energy daily?”
-

5 “What have you already tried to fix this? How did that go?”

Purpose: Shows respect for their effort — identifies what didn’t work.

Examples:

- **Business Coach** – “What strategies have you already tried to grow your business?”
 - **Nutritionist** – “What diets or routines have you already tried?”
 - **Home Automation** – “Have you explored other systems or products before?”
 - **Commercial Broker/Builder** – “What tools or strategies have you used to find better listings or clients?”
 - **Rent a Cab Aggregator** – “What methods have you tried to grow bookings or driver retention?”
 - **Software Company** – “What fixes or tools have you already implemented?”
 - **Yoga Instructor** – “What fitness or wellness approaches have you tried before?”
 - **Lactation Consultant** – “What techniques or advice have you already tried from others?”
 - **Surprise Events** – “What ideas or plans have you already considered for the surprise?”
 - **Gamifying Events** – “What activities or games have you tried to make events more engaging?”
 - **Wedding Planner** – “What parts of your wedding have you already organized or booked?”
 - **Cleaning Services** – “What have you done so far to manage cleaning — hired staff or tried other services?”
 - **Social Media Marketing Agency** – “What campaigns or platforms have you already used to get results?”
-

6 “If you could wave a magic wand and fix one thing tomorrow, what would that be?”

Purpose: Uncovers the dream result.

Examples:

- **Business Coach** – “If one thing could change in your business overnight, what would it be?”
- **Nutritionist** – “If you could wake up feeling one change in your body, what would that be?”
- **Home Automation** – “If one part of your home could work automatically, what would you choose?”

- **Commercial Broker/Builder** – “If you could find the perfect space tomorrow, what would it look like?”
 - **Rent a Cab Aggregator** – “If your bookings could increase overnight, what difference would that make?”
 - **Software Company** – “If one tech problem disappeared tomorrow, what would it be?”
 - **Yoga Instructor** – “If you could feel one big shift — more energy, flexibility, or calm — what would it be?”
 - **Lactation Consultant** – “If one thing could make feeding easier and calmer, what would that be?”
 - **Surprise Events** – “If this surprise went perfectly, what moment do you want to create?”
 - **Gamifying Events** – “If your next event could feel magical, what do you want participants to experience?”
 - **Wedding Planner** – “If your big day could feel exactly as you imagine, what would make that happen?”
 - **Cleaning Services** – “If your space could stay perfectly clean and fresh every day, how would that make you feel?”
 - **Social Media Marketing Agency** – “If your social media could generate consistent leads and engagement, what would success look like?”
-

7 “Can I share something most people in your situation don’t realize?”

Purpose: Permission to teach — delivers an “aha” insight.

Examples:

- **Business Coach** – “Most entrepreneurs think they need new strategies — but it’s alignment that creates real results.”
- **Nutritionist** – “Most people think eating less helps — but it’s eating right that fuels energy.”
- **Home Automation** – “Most people think automation is luxury — but it’s freedom and efficiency.”
- **Commercial Broker/Builder** – “Most think it’s about location — but matching space to purpose creates value.”
- **Rent a Cab Aggregator** – “Most owners think they need more cars — but efficiency drives profit.”
- **Software Company** – “Most teams think they need more features — but users value reliability.”
- **Yoga Instructor** – “Most people think they need motivation — but it’s structure that builds results.”
- **Lactation Consultant** – “Most moms think it’s milk supply — but it’s confidence and comfort that matter.”
- **Surprise Events** – “Most think surprises are about gifts — but it’s emotion that lasts.”
- **Gamifying Events** – “Most think fun just happens — but engagement is designed.”
- **Wedding Planner** – “Most couples think it’s about décor — but it’s the emotion people remember.”

- **Cleaning Services** – “Most people think cleaning is about looks — but it’s about peace of mind.”
 - **Social Media Marketing Agency** – “Most brands think they need more content — but they need better clarity and storytelling.”
-

8 “If I could help you get that result — fix this in the next 30–90 days — would you want to explore what that looks like?”

Purpose: *Soft, confident invitation to partner.*

Examples:

- **Business Coach** – “If I could help you gain clarity and momentum in 8 weeks, would you want to explore that?”
- **Nutritionist** – “If I could help you feel energetic and lighter in 6 weeks, would you like to see how?”
- **Home Automation** – “If I could automate your home in 30 days, would you want to explore that?”
- **Commercial Broker/Builder** – “If I could help you find the ideal property for your business, would you want to see how?”
- **Rent a Cab Aggregator** – “If I could help you increase your bookings by 25%, would you like to explore that?”
- **Software Company** – “If we could remove that tech bottleneck this month, would you want to see how?”
- **Yoga Instructor** – “If I could help you feel calmer and more flexible in 4 weeks, would you want to try that?”
- **Lactation Consultant** – “If I could help you feed confidently and comfortably, would you want to explore that?”
- **Surprise Events** – “If I could help you create a surprise your partner never forgets, would you want to plan it together?”
- **Gamifying Events** – “If I could help you design a fun, engaging event everyone talks about, would you want to see how?”
- **Wedding Planner** – “If I could help you plan a beautiful, stress-free wedding, would you want to explore that?”
- **Cleaning Services** – “If I could help you maintain a spotless, fresh space without worry, would you want to explore that?”
- **Social Media Marketing Agency** – “If I could help you create consistent content that drives leads and awareness, would you like to explore that?”