



SEASON 4

EPISODE 14

Discovery Questions Part 4



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DIAGNOSTIC SELLING....



SEASON 4

EPISODE 14

Discovery Questions Part 4

*THE 11 QUESTIONS TO NEVER ASK
(& LITMUS TESTS OF ASKING BAD QUESTIONS)*



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AGENDA

ACT I

THE (ELEVEN) “DON'Ts” OF DISCOVERY QUESTIONS

ACT II

THE LITMUS TESTS OF ASKING BAD QUESTIONS:
THAT YOU CAN NOTICE— FROM YOURSELF.

ACT III

THE LITMUS TESTS OF ASKING BAD QUESTIONS:
THAT YOU CAN NOTICE— FROM THE BUYER.



AGENDA

ACT IV

**QUESTION “DEFAULTS” YOU CAN USE:
IF YOU FREEZE, OR DON'T KNOW WHAT TO ASK NEXT.**

ACT V

WHAT HAPPENS, IF I DO ASK THESE “BAD” QUESTIONS?



1

THE 11 “DON'Ts” OF DISCOVERY QUESTIONS



THE 11 "DON'Ts" ... OF DISCOVERY QUESTIONS.

1. **SELF-DIAGNOSIS** QUESTIONS
2. **DIGITAL** QUESTIONS
3. **LEADING** QUESTIONS
4. **SUBJECTIVE** QUESTIONS
5. **PAIN** QUESTIONS
6. **BLAMING** QUESTIONS
7. **CONFIRMATION** QUESTIONS
8. **IF** QUESTIONS
9. **"HAVE YOU EVER..."** QUESTIONS
10. **WHAT IF** QUESTIONS
11. **TRAP** QUESTIONS



DON'T #1

SELF-DIAGNOSIS QUESTIONS



DON'T #1....

DEFINITION: SELF-DIAGNOSIS QUESTIONS.

DEFN. SELF-DIAGNOSIS QUESTIONS....

**A QUESTION THAT IS ASKING THE OPINION OF YOUR BUYER, ON A DIAGNOSIS—
AND ANCHORING THAT AS THE TRUE DIAGNOSIS.**

**THIS TYPE OF QUESTIONS REQUIRES THE BUYER TO DIAGNOSE—
AND IS A SUBJECTIVE QUESTION, ON THEIR OPINION OR VIEW ON THEIR OWN
SITUATION.**



DON'T #1....

EXAMPLES: SELF-DIAGNOSIS QUESTIONS.

1

WHAT'S THE IMPACT
TO YOU....

IF YOU DON'T SOLVE
THE PROBLEM?

2

HOW IS THAT
PROBLEM....

IMPACTING YOU IN
YOUR DAY TO DAY?

3

WHAT ARE THE RIPPLE
EFFECTS....

OF THE PROBLEM, ON
YOUR TEAM?

4

WHAT'S KEEPING YOU
BACK.....

FROM BEING
SUCCESSFUL, IN YOUR
ROLE?



DON'T #1....

EXAMPLES: SELF-DIAGNOSIS QUESTIONS.

5

WHAT'S THE CAUSE
AND ROOT....

OF THE PROBLEM
YOU'RE HAVING?

6

WHAT'S THE BIGGEST
CHALLENGE....

THAT YOU'RE HAVING
WITH YOUR TEAM?

7

WHAT DO YOU NEED....

IN ORDER TO SOLVE
THE PROBLEM?

8

WHEN DO YOU NEED....

TO SOLVE YOUR
PROBLEM BY?



DON'T #1....

EXAMPLES: SELF-DIAGNOSIS QUESTIONS.

9

HOW DO YOU
ENVISION.....

USING THIS IN YOUR
DAY TO DAY?

1
0

WHAT DO YOU NEED...

IN ORDER TO DEPLOY
THIS SUCCESSFULLY?



DON'T #2

DIGITAL QUESTIONS



DON'T #2....

DEFINITION: **DIGITAL** QUESTIONS.

DEFN. **DIGITAL** QUESTIONS....

A QUESTION THAT IS ASKED SIMPLY TO CONFIRM THAT A BUYER DOES OR DOESN'T HAVE A PROBLEM– BUT GO NO FURTHER.

THIS QUESTION IS STRICTLY AFTER CONFIRMING THAT A PROBLEM EXISTS, IN ORDER TO SELL TO A BUYER–

BUT NOT AFTER DIAGNOSING IT'S SIZE, SPREAD, CAUSE ETC. – IN ORDER TO HELP THE BUYER SOLVE THE PROBLEM.



DON'T #2....

EXAMPLES: DIGITAL QUESTIONS.

1

**ARE YOU FRUSTRATED
WITH....**

**THE RESULTS OF YOUR
TEAM CURRENTLY?**

2

**ARE YOU HAVING
PROBLEMS WITH....**

**GETTING YOUR TEAM,
TO THE SPEED YOU
WANT?**

3

**ARE YOU NOT
GETTING....**

**ENOUGH RESULTS OUT
OF YOUR TEAM?**

4

**ARE YOU STRUGGLING
WITH....**

**THE WAY YOUR TEAM
IS RUNNING
OUTBOUND?**



DON'T #3

LEADING QUESTIONS



DON'T #3....

DEFINITION: LEADING QUESTIONS.

DEFN. LEADING QUESTIONS....

A QUESTION THAT IS ASKED, TO LEAD A BUYER SOMEWHERE THAT'S ADVANTAGEOUS TO THE SELLER.

THIS IS ASKED IN ORDER TO MAKE A BUYER THINK SOMETHING, SAY SOMETHING, ADMIT SOMETHING, OR REALIZE SOMETHING— THAT EFFECTIVELY LEADS THEM DOWN A CERTAIN PATH, OR TRAIN OF THOUGHT, THAT ULTIMATELY ENDS IN THEM BUYING.

THERE IS A PRE-DETERMINED GOAL IN MIND, WITH THIS TYPE OF QUESTION....

AND IS AFTER A SPECIFIC ANSWER, THAT CONVINCES THEM THAT THEY SHOULD BUY.



DON'T #3....

EXAMPLES: **LEADING** QUESTIONS.

1

WHAT DO YOU THINK
WILL HAPPEN....

IF YOU LET THE
PROBLEM FESTER?

2

HOW BADLY HAS
THAT....

AFFECTED YOUR TEAM
OVER THE YEARS?

3

DO YOU THINK THAT
THE PROBLEM....

WILL GET BETTER, IF
YOU DON'T SOLVE IT?

4

DO YOU THINK THAT
YOU'RE HAVING....

THIS PROBLEM,
BECAUSE OF ___?



DON'T #4....

EXAMPLES: **LEADING** QUESTIONS.

5

HOW DO YOU
ENVISION....

THIS PRODUCT,
MAKING YOUR TEAM
BETTER?

6

HOW MUCH BETTER
WILL IT BE...

IF YOU HAD THIS
PROBLEM SOLVED, LIKE
WE DISCUSSED?



DON'T #4

SUBJECTIVE QUESTIONS



DON'T #4....

DEFINITION: **SUBJECTIVE** QUESTIONS.

DEFN. **SUBJECTIVE** QUESTIONS....

A QUESTION THAT INCLUDES A SUBJECTIVE, NON-QUANTIFIABLE TERM– THAT REQUIRES THE BUYER TO INTERPRET THE SUBJECTIVE TERM, TO ANSWER THE QUESTION.

THIS ISN'T A QUESTION THAT IS BEREFT OF OPINION– BUT ONE THAT REQUIRES IT. (THE BUYER'S)

THIS QUESTION IS TYPICALLY AFTER GETTING A BUYER TO AGREE THAT A PROBLEM IS OCCURING, BUT NOT AFTER ACTUALLY SOLVING IT..... (OR IDENTIFYING ONE)

BECAUSE TO SOLVE IT, YOU WOULD HAVE TO HAVE A DEFINED AMOUNT.



DON'T #4....

EXAMPLES: **SUBJECTIVE** QUESTIONS.

1

DO YOU HAVE **LOW**
_____?

2

DO YOU HAVE **BAD**
_____?

3

DO YOU HAVE
INEFFECTIVE _____?

4

DO YOU HAVE **HIGH**
_____?

DON'T #4....

EXAMPLES: **SUBJECTIVE** QUESTIONS.

5

DO YOUR ___ TOO
HIGH?

6

IS YOUR ___ IN AN
UNHEALTHY RANGE?

DON'T #5

PAIN QUESTIONS



DON'T #5....

DEFINITION: **PAIN** QUESTIONS.

DEFN. **PAIN** QUESTIONS....

A QUESTION THAT IS STRICTLY AFTER ACQUIRING INFORMATION ABOUT A BUYER'S PAIN, IN ORDER TO EXACERBATE THE LEVEL THAT THEY FEEL THAT PAIN.

THESE QUESTIONS ARE OFTEN ASKED IN SUCCESSION– WITHOUT OBJECTIVE INFORMATION.

AND ARE AFTER MAKING THE BUYER FEEL LIKE THE PAIN IS EGREGIOUS– SO THEY FEEL LIKE THEY SHOULD SOLVE FOR IT, BY BUYING.

IT'S A TECHNIQUE SEEKING TO EMOTIONALLY MANIPULATE HOW THE BUYER FEELS ABOUT PAIN, NOT TO ACTUALLY SOLVE THE PROBLEM UNDERNEATH THE PAIN.



DON'T #5....

EXAMPLES: **PAIN** QUESTIONS.

1

HOW LONG HAS THIS
BEEN...

AN ISSUE FOR YOU &
YOUR TEAM?

2

HAVE YOU TRIED TO
DO ANYTHING...

IN THE PAST, ABOUT
THIS PROBLEM?

3

DID THAT WORK?

4

YOU SAID IT'S BEEN
HARD ON YOUR TEAM...

HOW HARD HAS IT
BEEN ON THEM? CAN
YOU TELL ME ABOUT
THAT?



DON'T #5....

EXAMPLES: PAIN QUESTIONS.

5

**YOU SAID YOU HAD A
BAD EXPERIENCE...**

**HOW BAD WAS IT?
HOW DID THAT FEEL?**

6

**YOU SAID __ WAS
DEMOTIVATING....**

**FOR YOUR TEAM—
HOW DEMOTIVATING
WAS IT?**



DON'T #6

BLAMING QUESTIONS



DON'T #6....

DEFINITION: **BLAMING** QUESTIONS.

DEFN. **BLAMING** QUESTIONS....

A QUESTION THAT IS DESIGNED TO ASSIGN BLAME OF AN ACTION, TO THE BUYER THAT YOU'RE ASKING.

THIS QUESTION IS NOT MEANT TO UNDERSTAND THE CONTEXT OF A PROBLEM—WHAT MADE IT ARISE, OR THE ROOT CAUSE.

THIS QUESTION IS STRICTLY AIMED AT ASSIGNING THE ACCOUNTABILITY OF THE PROBLEM, & THE GUILT OF IT'S OUTPUT, ON THE BUYER.



DON'T #6....

EXAMPLES: **BLAMING** QUESTIONS.

1

WHY DIDN'T YOU JUST
___ INSTEAD?

2

ARE YOU THE ONE,
THAT TOLD THEM....

TO SEND OVER 50
EMAILS A DAY?

3

WHY DID YOU PUT IN
THIS POLICY...

WHILE KNOWING,
THAT ____?

4

WHY DIDN'T YOU
ENCOURAGE.....

THE TEAM TO ___
INSTEAD?



DON'T #7

CONFIRMATION QUESTIONS



DON'T #7....

DEFINITION: CONFIRMATION QUESTIONS.

DEFN. CONFIRMATION QUESTIONS....

A QUESTION, THAT IS STRICTLY AFTER GETTING A BUYER TO AGREE WITH A SELLER, ON A CERTAIN VIEWPOINT/OPINION/FACT— THAT ADVANCES THE BUYER “LOGICALLY”, TO A PLACE WHERE THEY SHOULD BUY.

THIS QUESTION ISN'T AFTER GENERAL COMPREHENSION ON WHETHER A BUYER BELIEVES SOMETHING—

IT'S TO GET A BUYER TO AGREE TO SOMETHING, THAT IS A STACKING PIECE INTO THE ULTIMATE CONCLUSION, THAT THE BUYER SHOULD BUY.



DON'T #7....

EXAMPLES: **CONFIRMATION** QUESTIONS.

1

CAN WE BOTH AGREE
THAT ___?

2

ARE WE BOTH ON THE
SAME PAGE....

THAT ___, WON'T BE
EFFECTIVE IN THE
FUTURE?

3

DO WE BOTH AGREE
ON THE FACT....

THAT IF YOU TRY TO
DO THIS YOURSELF,
THAT IT WON'T
WORK?

4

ARE WE BOTH IN
AGREEMENT....

THAT DOING NOTHING,
IS NOT AN OPTION?

DON'T #8

IF QUESTIONS



DON'T #8....

DEFINITION: **IF** QUESTIONS.

DEFN. **IF** QUESTIONS....

A QUESTION, THAT IS PRECEDED BY THE WORD "IF" AS A QUALIFIER TO THE QUESTION— DENOTING THAT THERE IS INFORMATION THAT THE SELLER IS MISSING, & THAT THEY DON'T ACTUALLY CARE IS MISSING.

THIS IS A CONDITIONAL QUESTION— THAT HAS 1 OF 2 BAD MOTIVES:

- EITHER GETTING A BUYER TO AGREE TO SOMETHING, WITH CONTINGENCY.
- OR ASKING A QUESTION IN IGNORANCE OF INFORMATION, THAT THE SELLER SHOULD KNOW TO ASK THE QUESTION....

AND IF THEY ARE IN THE SPOT OF ASKING, SHOULD STOP & ASK THE PRECEDING QUESTION THAT IS NECESSARY, PRIOR TO THE QUESTION THEY'RE ASKING.



DON'T #8....

EXAMPLES: **IF** QUESTIONS.

1

IF YOU HAD

HOW WOULD THAT
HELP YOU, IN YOUR
SITUATION?

2

IF YOU HAVE.....

COULD YOU USE IT,
WITH THEIR TEAM?

3

IF YOU WANTED TO
___, NEXT QUARTER...

WOULD YOU ALSO
WANT TO ___?

4

IF YOU WERE TO.....

WHEN WOULD YOU
PLAN ON ___?



DON'T #8....

EXAMPLES: IF QUESTIONS.

5

IF YOU WERE TO.....

HOW WOULD YOU
THINK ABOUT DOING
THAT?

6

IF YOU HAVE PLANS
TO.....

WHO WOULD YOU USE,
TO SUPPORT THEM, IN
TERMS OF TECH?



DON'T #9

"HAVE YOU EVER..." QUESTIONS



DON'T #9....

DEFINITION: **"HAVE YOU EVER..."** QUESTIONS.

DEFN. **"HAVE YOU EVER..."** QUESTIONS....

A QUESTION TO DIRECTLY PUT THE THOUGHTS, ASSUMPTIONS, & BELIEFS, OF THE SELLER..... DIRECTLY INTO THE THOUGHT TRAIN, OF THE BUYER.

THIS QUESTION IS TAKING ANYTHING YOU BELIEVE AS THE SELLER— AND PRECEDING YOUR THOUGHT WITH... "HAVE YOU EVER THOUGHT....", OR "DO YOU THINK THAT IT WAS.....".

THIS QUESTION IS A DIRECT LEADING QUESTION— AND ISN'T AFTER THE AGENDA OF COMPREHENSION, OR UNDERSTANDING OF THE BUYER'S SITUATION, SO YOU WOULD BE ABLE TO HELP THEM SOLVE THE PROBLEM.

BUT IS ONLY AFTER GETTING THEM TO AGREE WITH YOUR CONCLUSION.



DON'T #9....

EXAMPLES: "HAVE YOU EVER THOUGHT ABOUT..." QUESTIONS.

1

HAVE YOU EVER
THOUGHT.....?

2

DO YOU THINK THAT IT
WAS.....?

3

DO YOU THINK THAT IF
YOU.....?

4

DO YOU THINK THAT
THE PROBLEM IS....?



DON'T #10

WHAT IF QUESTIONS



DON'T #10....

DEFINITION: **WHAT IF** QUESTIONS.

DEFN. **WHAT IF** QUESTIONS....

A QUESTION THAT IS MEANT TO DRAW UP A HYPOTHETICAL SCENARIO—
THAT IS ADVANTAGEOUS TO THE BUYER, SO THEY BELIEVE IT'S POSSIBLE & BUY.

THIS QUESTION IS NOT AFTER ACQUIRING INFORMATION, THAT WILL HELP IN
DIAGNOSING THE BUYER'S SITUATION—

BUT IS MEANT TO OUTLINE AN IMAGE OF A “PERFECT WORLD” TO THE BUYER—
SO THEY WILL AGREE TO THE WORLD, AND ADMIT THAT THE BEST ACTION, IS TO BUY.



DON'T #10....

EXAMPLES: **WHAT IF** QUESTIONS.

1

WHAT IF I TOLD YOU
THAT.....?

2

WHAT IF YOU
COULD.....?

3

WHAT IF YOU
COULD.....

WITHOUT ____,
WOULD THAT BE A
GOOD THING FOR
YOU?

4

WHAT IF I TOLD YOU,
WE COULD DO THAT....

WOULD YOU BE
WILLING TO MOVE
FORWARD & BUY AT
THAT POINT?



DON'T #10....

EXAMPLES: **WHAT IF** QUESTIONS.

5

WHAT IF I TOLD YOU.....

THERE WAS ANOTHER
WAY?

6

WHAT IF I TOLD YOU,
THAT YOU COULD....

GET TO ___ LEVEL, IF
YOU WERE TO WORK
WITH US.... WOULD
THAT BE A GOOD
ENOUGH REASON TO
BUY?



DON'T #11

TRAP QUESTIONS



DON'T #11....

DEFINITION: TRAP QUESTIONS.

DEFN. TRAP QUESTIONS....

A QUESTION THAT IS MEANT TO DRAW A CERTAIN ANSWER OUT OF A BUYER— THAT LOGICALLY “TRAPS” THEM INTO THE PRACTICAL CONCLUSION, THAT THEY SHOULD BUY.

THIS IS A QUESTION, THAT IS BUILT AS AN “IF-THEN” MAP— THAT IF THIS IS TRUE (THE ANSWER THE SELLER DESIRES OUT OF THE BUYER BY ASKING THE QUESTION), THEN THAT (THE BUYER SHOULD BUY) HAS TO BE TRUE.

THESE QUESTIONS ARE NOT AFTER ANY KIND OF INFORMATION TO DIAGNOSE SOMETHING & ACTUALLY HELP THE BUYER— BUT IS STRICTLY AFTER GETTING THEM TO ANSWER IN THE DESIRED WAY, TO LEAD THEM TO THE (ONLY LOGICAL) CONCLUSION— THAT THE BUYER SHOULD BUY.



DON'T #1....

EXAMPLES: TRAP QUESTIONS.

1

DO YOU WANT TO LOSE
WEIGHT?

2

DO YOU WANT MORE
MONEY?

3

DO YOU WANT
FINANCIAL FREEDOM?

4

DO YOU WANT TO
CRUSH YOUR QUOTA?



DON'T #1....

EXAMPLES: TRAP QUESTIONS.

5

DO YOU WANT TO BE
THE TOP REP?

6

DO YOU WANT TO BE
RESPECTED BY YOUR
PEERS?



2

THE LITMUS TESTS OF ASKING BAD QUESTIONS: *THAT YOU CAN NOTICE— **FROM YOURSELF.***



THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM YOURSELF .

1

WHEN THE BUYER IS ANSWERING.....

A QUESTION THAT YOU JUST ASKED– YOU'RE BUSY THINKING OF YOUR NEXT QUESTION.

2

WHEN THE BUYER JUST ANSWERED....

A QUESTION THAT YOU ASKED– YOU ALMOST IMMEDIATELY FORGET THE ANSWER, THAT THE BUYER GAVE YOU.

3

YOUR QUESTIONS....

TAKE MORE THAN 15 SECONDS, TO ASK.

4

AFTER YOU ASK YOUR QUESTION....

YOU REALIZE, THAT YOU NEVER ACTUALLY ASKED A QUESTION.



THE LITMUS TESTS OF.....

BAD QUESTIONS: **FROM YOURSELF** .

5

**THE QUESTION THAT
YOU ASKED.....**

**INCLUDED A
CUSTOMER STORY, IN
THE MIDDLE OF IT.**

6

**YOU DIDN'T ACTUALLY
NEED THE INFO.....**

**IN THE ANSWER TO THE
QUESTION, TO
DIAGNOSE
SOMETHING FOR THE
BUYER.**

7

**THE ANSWER, THAT
THE BUYER GIVES....**

**DOESN'T CHANGE,
YOUR POINT OF VIEW,
OR
RECOMMENDATION TO
THE BUYER.**

8

**YOUR SOLUTION &/OR
TALK TRACK....**

**STAYS THE SAME,
REGARDLESS OF THE
BUYER'S ANSWER, TO
THE QUESTION.**

THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM YOURSELF .

9

WHEN THE BUYER IS ANSWERING.....

YOU FEEL LIKE YOU'RE "WAITING FOR THEM TO FINISH" THEIR ANSWER, JUST SO YOU CAN START TALKING.

10

YOU ASK A QUESTION, THAT REQUIRES INFO...

AND YOU DON'T CHASE IT, IF THE BUYER DOESN'T HAVE THE INFORMATION, THE FIRST TIME.

****IT MEANS YOU DON'T NEED IT.****

11

WHEN YOUR BUYER GIVES AN ANSWER....

THAT IS SUBJECTIVE IN NATURE– YOU DON'T DOUBLE DOWN, TO QUANTIFY IT.

12

THE QUESTIONS YOU ASK...

ARE NEVER "BUILDING" UPON THE ANSWER, FROM THE LAST QUESTION.



THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM YOURSELF .

13

THE ANSWERS THE
BUYER GIVES....

NEVER DISQUALIFY
THEM, FROM A
PROBLEM IN YOUR
MIND..... OR A
QUESTION YOU WERE
GOING TO ASK NEXT.

14

YOU'RE USING SALES
TECHNIQUES.

15

SIDE NOTE:

YOU LOSE ALL
CREDIBILITY, THAT
YOUR AGENDA IS
CLEAN.... IF YOU DON'T
PURSUE AN ANSWER,
WHEN YOU DON'T GET
IT. OR IT DOESN'T
CHANGE YOUR RECC.

16

THE ULTIMATE TEST OF
YOUR QUESTION:

ASK YOURSELF-
AM I ASKING THIS
QUESTION TO BLAME,
CRITICIZE, OR LEAD A
BUYER SOMEWHERE...
OR TO GENUINELY
UNDERSTAND?

3

**THE LITMUS TESTS OF
ASKING BAD QUESTIONS:**
THAT YOU CAN NOTICE, FROM YOUR BUYER.



THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM THE BUYER .

1

THE BUYER SHUTS
DOWN.

2

THEY GIVE YOU SHORT
ANSWERS.

3

THEIR DEMEANOR
CHANGES.

4

THEY GO ON MUTE.

THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM THE BUYER .

5

**THEY WON'T GIVE YOU
INFORMATION.**

6

**THEY DON'T WANT YOU
TO TALK TO OTHERS.**

7

**THEY DON'T WANT TO
HAVE MORE CALLS....**

**WITH YOU, THAT WHAT
IS NECESSARY – OR
EXTEND PAST THE
STATED TIME.**

8

**THEY ARE INSISTENT ON
YOU GIVING THEM....**

**THEM PRICING –
ESPECIALLY ON THE
FIRST CALL.**

THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM THE BUYER .

9

**THEY'RE INSISTENT ON
YOU GIVING THEM.....**

**A DEMO- ESPECIALLY
ON THE FIRST CALL.**

10

**THEY'RE INSISTENT ON
YOU GIVING THEM....**

**COMPETITIVE
DIFFERENCES-
ESPECIALLY ON THE
FIRST CALL.**

11

**WHEN YOU ASK A
QUESTION....**

**THEY ASK YOU, WHY
YOU NEED THE
INFORMATION/THEM
TO ANSWER THE
QUESTION.**

12

**THEY SEEM ANNOYED
WITH YOU....**

**WHEN YOU'RE ASKING
QUESTIONS, OR DOING
A NORMAL AMOUNT
OF DISCOVERY.**

THE LITMUS TESTS OF.....

BAD QUESTIONS: FROM THE BUYER .

13

**YOU DISCOVER
SURPRISE INFO....**

**ON A CALL, WITH
OTHERS, THAT YOU
WEREN'T EXPECTING.**

14

**A NEW BUYER JOIN
ONE OF YOUR CALLS.....**

**AS A SURPRISE—
AND THEY DON'T GIVE
YOU A HEADS UP,
BEFOREHAND.**

15

**THE GENERALLY
SPEAKING....**

**DON'T GIVE YOU ANY
INFORMATION ABOUT
WHAT THEY'RE
THINKING— DEAL
STATUS— OR TIMELINE.**



4

QUESTION “DEFAULTS”:
THAT YOU CAN USE,
IF & WHEN YOU FREEZE.



QUESTION DEFAULTS

AFTER A STATEMENT.



QUESTION DEFAULT #1....
AFTER A STATEMENT .

MEANING....



QUESTION DEFAULT #2....
AFTER A STATEMENT .

**WHAT DO YOU MEAN
BY THAT?**



QUESTION DEFAULT #3....
AFTER A STATEMENT .

IN TERMS OF....



QUESTION DEFAULT #4....
AFTER A STATEMENT .

IN REGARDS TO....



QUESTION DEFAULT #5....
AFTER A STATEMENT .

AS AN EXAMPLE?



QUESTION DEFAULT #6....
AFTER A STATEMENT .

BY WAY OF EXAMPLE....



QUESTION DEFAULT #7....
AFTER A STATEMENT .

FROM THE VIEW OF...



QUESTION DEFAULTS

AFTER A QUESTION.



QUESTION DEFAULT #1....
AFTER A QUESTION .

(THEIR QUESTION):
WHAT DO YOU MEAN BY THAT?



QUESTION DEFAULT #2....
AFTER A QUESTION .

THAT'S A GOOD QUESTION—
WHY DO YOU ASK?
(IF YOU DON'T MIND ME ASKING)



QUESTION DEFAULT #3....
AFTER A QUESTION .

THE DUSK-DAWN.



5

WHAT YOU SHOULD DO:
IF YOUR PROSPECT,
DOESN'T HAVE THE INFORMATION.



WHAT SHOULD YOU DO.....

IF YOUR BUYER: DOESN'T HAVE THE INFORMATION.

1. THEY DON'T KNOW IT– BY HEART.
2. THEY DON'T HAVE IT– READILY AVAILABLE.
3. THEY DON'T KNOW IT– AT ALL.
4. THEY CAN'T– GET ACCESS TO IT.
5. THEY CAN'T– GIVE YOU ACCESS TO IT.
6. THEY DON'T HAVE IT– BUT SOMEBODY ELSE DOES.
7. THEY WON'T– GIVE IT TO YOU.



SCENARIO #1

THEY DON'T KNOW IT:
BY HEART.



WHAT IF THERE'S NO INFO.....

SCENARIO #1: THEY DON'T KNOW IT– BY HEART.

1. LOOK IT UP, ON THE CALL WITH THEM.
2. GUIDE THEM THROUGH, WHERE THEY SHOULD LOOK.
3. SAY “IT’S OK– MOST PEOPLE DON’T KNOW IT.”
4. SAY “YOU WOULDN’T HAVE KNOWN THIS IF IT WAS YOU.”
5. OR WHY WOULD THEY KNOW THIS INFO?
6. MAKE GATHERING THAT INFO– A POINT OF THE CALL.



SCENARIO #2

**THEY DON'T HAVE IT:
READILY AVAILABLE.**



WHAT IF THERE'S NO INFO.....

SCENARIO #2: THEY DON'T HAVE IT— READILY AVAILABLE.

1. (TRY TO) LOOK IT UP WITH THEM, ON THE CALL.
2. DO YOU MIND SHARING YOUR SCREEN? (IF YOU'RE COMFORTABLE)
3. IF THERE'S RESISTANCE— SAY THE (OBJECTIVE) REASON YOU ASK.
4. ASK THEM IF THERE'S SOMEONE LOWER— YOU CAN "OUTSOURCE THE INFORMATION DIG TO".



SCENARIO #3

THEY DON'T KNOW IT:
AT ALL.



WHAT IF THERE'S NO INFO.....

SCENARIO #3: THEY DON'T KNOW IT– AT ALL.

1. SUGGEST LOOKING IT UP, ON THE CALL WITH THEM.
2. BE PATIENT, WHILE THEY'RE LOOKING FOR IT.
3. DO YOU MIND SHARING YOUR SCREEN? (IF YOU'RE COMFORTABLE)
4. IF THERE'S RESISTANCE– SAY THE (OBJECTIVE) REASON YOU ASK.
5. ASK THEM IF THERE'S SOMEONE LOWER– YOU CAN “OUTSOURCE THE INFORMATION DIG TO”.



SCENARIO #4

**THEY CAN'T:
GET ACCESS TO IT.**



WHAT IF THERE'S NO INFO.....

SCENARIO #4: THEY CAN'T – GET ACCESS TO IT.

1. **ASK THEM IF THERE'S SOMEONE ELSE– YOU CAN GO TO FOR IT.**
2. **ENCOURAGE THIS– IT WILL LOWER THEIR TIME INVOLVEMENT.**
3. **YOUR SIDE– IT GIVES YOU ACCESS TO ANOTHER PERSON AT THE ORG.**
4. **IF THEY DON'T KNOW– GIVE THEM AN EXAMPLE, OF WHO IT NORMALLY IS AT THE ORG, THAT HAS THE RIGHT INFORMATION.**



SCENARIO #5

**THEY CAN'T:
GIVE YOU ACCESS TO IT.**



WHAT IF THERE'S NO INFO.....

SCENARIO #5: THEY CAN'T – GIVE YOU ACCESS TO IT.

1. SUGGEST AN NDA—-> AND NORMALIZE IT.
2. IF IT'S REALLY IMPOSSIBLE: GIVE THEM “RANGES” FOR OUTCOMES.
3. TELL THEM: WHAT IT PREVENTS YOU FROM DOING WITH THEM.
4. TELL THEM: HOW THIS MIGHT HURT YOU/THEM, IF YOU DON'T HAVE IT.



SCENARIO #6

**THEY DON'T HAVE IT:
BUT SOMEBODY ELSE DOES.**



WHAT IF THERE'S NO INFO.....

SCENARIO #6: THEY DON'T HAVE IT– BUT SOMEBODY ELSE DOES.

1. ASK IF THEY MIND—-> THAT YOU REACH OUT, TO THE RIGHT PERSON.
2. IF THEY SUGGEST AN INTRO– SUGGEST THAT YOU DO IT YOURSELF.
3. PITCH IT AS YOU “TAKING IT OFF THEIR HANDS”.
4. IF THEY'RE NOT COMFORTABLE– OFFER TO GHOSTWRITE IT FOR THEM.
5. IF NOT– THEN WAIT THE INTRO FROM THEM.



SCENARIO #7

**THEY WON'T:
GIVE IT TO YOU.**



WHAT IF THERE'S NO INFO.....

SCENARIO #7: THEY WON'T – GIVE IT TO YOU.

1. TRY TO ADD VALUE.... FAST.
2. GIVE “OPTIONS”– ON THE ANSWERS.
3. FIND A STAT– THAT’S RELEVANT, QUICKLY.
4. GIVE THE REASONING: BEHIND THE ASK.
5. ASK SHORT WINDED QUESTIONS– SAY YOUR BEST GEUSS. BUT THAT “YOU’RE NOT COMPLETELY SURE”, BECAUSE OF LACK OF INFO.
6. IF THEY’RE STILL PLAYING TOUGH— CALL THEM OUT ON IT.
7. RARE– BUT IF THEY’RE TOXIC, CUT IT OFF.



5

**WHAT HAPPENS IF I
DO ASK THESE
BAD QUESTIONS?**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

THEY SHUT DOWN.



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**THE BUYER SEES YOU:
AS A SALES PERSON.**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**THE BUYER THINKS:
YOU'RE TRYING TO MANIPULATE THEM.**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

THEY WON'T TRUST YOU.



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**THE BUYER SEES YOU:
AS THE "OTHER TEAM".**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**THEY WON'T GIVE YOU:
INFORMATION THAT YOU NEED, TO DIAGNOSE.**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**YOU WON'T BE ABLE:
TO DIAGNOSE, WITH THE LACK OF INFORMATION.**



**SO, WHAT HAPPENS IF I DO.....
END UP ASKING BAD QUESTIONS.**

**YOU WON'T BE ABLE:
TO HELP THE BUYER, EVEN IF YOU WANTED TO.**





IN SUMMARY...





THE END.

