

DISCOVERY QUESTIONS

- Help the prospect see problems or challenges they didn't realize existed – broadening your possible solution
- Frames the conversation around solutions and creates the image that your company solves problems not just pushes product/services
- Determines how to customize your service/product presentation – focusing on the benefits and solutions that are the most relevant and most important to the customer
- Establishes the salesperson's credibility by demonstrating their understanding of the prospect's industry or market
- Provides an opportunity to assess the prospect's buying and communication style so presentations and proposals are targeted to how they wish to receive and process information
- Uncovers the decision criteria and decision makers
- Establishes the consequences for the prospect of not acting
- Gives you a glimpse of the potential objections and gives you the opportunity to answer them early in the conversation
- Explores the value and/or importance of solving the problem
- Begins the closing process very early in the conversation – closing becomes a foregone conclusion

Great discovery questions fall into four categories:

Circumstance questions collect data and facts

Challenge questions reveal problems, challenges and dissatisfactions

Consequence questions explore the consequences or implications of a problem

Value - Benefit questions uncover the value of solving the problem and the urgency to do so

1. Why are you looking to sell?
2. How long have you been looking to sell?
3. Have you worked with a realtor before?
 - a. Why work with a Cash Offer instead of a realtor?
4. What have you done to try and sell the property?
 - a. Why do you think it hasn't sold?
5. What would getting rid of the home do for you?
6. Do you have a plan B? Meaning what if you don't get the home sold?
7. How soon are you looking to sell the home?
8. What price do you hope to get for your home?
9. Where are you moving to?
10. When do you need to have the funds available from the sale?
11. Who else is going to be helping you in making the decision?
12. If you're not 100% committed to the sale as yet, what do you need to do or decide on before you can be 100% committed?
13. What are your biggest concerns (if any) about selling now?

ISOLATING THE OBJECTION

1. _____, there is something that seems to be bothering you about this – would you mind sharing with me what it is?
2. It sounds like there's something else that you'd like to share with me about that. What else should I know about this?
3. What would you say is an example of why you need to think about this?
4. _____, help me get an idea of what you're thinking about here...
5. Tell me what I need to know so I understand where you're at on this?
6. What do you think is the biggest reason for not going with this now?
7. I totally get that you need to (think about it), what's the main thing you're concerned about.
8. You know _____, it sounds like this is really important to you – can you tell me why?
9. How does making a decision on this affect you?
10. _____ what else do I need to know to get the full picture on this?
11. If you went with this and it did work out, how would that affect you?
12. _____, just out of curiosity, how did you get to that?
13. How much of this decision is up to you?
14. And what is your personal perspective on this?
15. Can you tell me a little more about that, please?
16. How does your upper management fit into this?
17. If you decided to go with this, is the budget there?
18. How about you – what are your feelings on this?
19. And how much influence do YOU have?
20. You know, I keep hearing you say X, but I keep feeling that you mean something else. What might that be?

21. What aren't you telling me?
22. How would this fit into your (budget, plans, initiatives,) right now?
23. I think what you're telling me is _____, is that correct?
24. Don't you mean when it works out?
25. If you're/they're a go on this, when would you like to see it implemented?
26. I'm sorry, I'm not following you – can you tell me exactly what you mean?
27. How urgent for you (your company) is this right now?
28. _____, from where you're sitting right now, do you think this is a smart thing to do?
29. Oh, and why not?
30. What would you need to see added to this to make it worthwhile for you?
31. What can I do right now to help you get into this?
32. Level with me, what is really holding you back?
33. What is really standing in the way of us working together?
34. Is there anything that I can do about it?
35. What do you seriously think it is going to take for us to work together?
36. What else should I know?

TRIAL CLOSES

1. If we were to reach an agreement on the sell of your home what would stop you from moving forward today?