

# Closing & Activating

set.

# 10

## Leading Questions

# The emotional impact

set.

**Create an emotional connection.**

**Create a “wow” moment.**

**Emphasize on the cost of inaction.**

- Are your teams committed to solving [This challenge] [This pain point] [This ambition] now?
- Follow-up question if necessary: How so? Could you walk me through your current approach?
- What happens if you don't solve [This challenge] [This pain point] [This ambition]?
- What would be the impact on your company?



- Are you **speaking to a C-Level? Consider reducing your number of questions.** They are more likely to experience "discovery fatigue" than other employees.
- Switch from passive to active questions by using action-driven words like "solve," "committed,"...

# The new value proposition

set.

**This is a pivoting moment: the new way.**

**You want your brand to identify necessary changes to happen and to be looking for solutions now.**

- How much [Time] [Money] [Missed opportunity] is your current [Approach] [Challenge] [Process] costing you?
  - How many hours do you currently spend on sourcing and prospecting? (i.e. having in mind that customer retention takes much effort to generate positive R.O.I. afterward for example).
- How's your day-to-day preventing you from meeting your goals?
  - (Having in mind that they need to commit and allocate time to your solution).
- Tell me about a recent action you have undertaken that resulted in mitigated results.
- Help me understand what happens if we don't prioritize this now.
  - (Trying to reinforce the importance of investing time and adopting new practices to be successful.)
- If we were to move forward, help me understand how solving [This challenge] brings you close to your yearly objective(s)?



- Try to use words that **trigger long responses**:
  - Can you help me understand...
  - Could you walk me through...
  - Tell me more about...
  - Could you elaborate on...