



BELOW THE SURFACE QUESTION BANK

High-level questions are the backbone of a consultative sales approach. They shift the focus from "selling" to "helping," making the process feel more natural and effective for both you and the prospect. By understanding their unique needs, you position yourself as a trusted advisor and dramatically increase your chances of a successful and mutually beneficial outcome.

INTRODUCTION & RAPPORT-BUILDING

- "What inspired you to reach out and explore [ABC Offer] today?"
 - "What's been on your mind lately that made you consider this kind of support?"
 - "Where do you feel most excited to make a change in your life/business/career right now?"
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UNDERSTANDING THE CURRENT SITUATION

- "Can you tell me more about your current situation in [XYZ Niche]? How does it affect your day-to-day life/work?"
 - "What challenges or patterns have you been noticing that you'd like to break through?"
 - "When you think about [desired transformation], what does that mean for you personally?"
 - "Have you tried any other solutions or approaches in the past to address this? What was that experience like?"
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ISOLATING THE PROBLEM

- "What do you feel is holding you back from [specific desired result] right now?"
 - "You mentioned [specific challenge]. Can you tell me more about what that looks like in your life/work?"
 - "How long have you been dealing with this? What do you think has kept you from solving it sooner?"
 - "What's been the most frustrating part about trying to navigate this on your own?"
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DESIRED OUTCOME

- "If we could wave a magic wand and you could achieve [specific result], what would that look like for you?"



- "What's the one area of your life/business you'd like to see the biggest transformation in?"
 - "If you had [specific transformation], how would your [relationships/career/goals/other areas] shift?"
 - "What's the most exciting thing you'd be able to do if you reached your goal?"
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EMOTIONAL DRIVERS

- "What's the deeper reason why this change is important to you? What's driving you to take action now?"
 - "What would it feel like to wake up every day with [specific positive outcome]?"
 - "What's at stake for you if things don't change?"
 - "What's the first thing you'd do differently if you achieved your goal?"
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URGENCY

- "What made you decide now is the right time to prioritize [specific goal or transformation]?"
 - "If you don't address this now, what do you think life/work will look like in 6 months or a year?"
 - "How long are you willing to wait to [achieve the desired result]?"
 - "What's the biggest reason why this can't wait any longer for you?"
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FINANCIAL QUALIFICATION (IF NEEDED)

- "Have you invested in yourself/your business before, whether through coaching, mentorship, or programs?"
 - "When it comes to [specific goal or transformation], how do you view that as an investment in yourself/your future?"
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PARTNER OR FAMILY INVOLVEMENT

- "Is this something you're exploring for yourself alone, or do you have support from a partner or family?"
- "If we work together, how might this positively affect the relationships or dynamics around you?"
- "How does your partner/family/team feel about you prioritizing [specific goal]?"



FUTURE PACE

- "Imagine you've gone through [ABC Offer] and achieved [specific transformation]. What does life/work look like for you then?"
 - "How would life/work be different if you reached [specific result]?"
 - "What impact would this transformation have on your relationships/career/goals?"
 - "How would achieving [specific result] make you feel about yourself/your business?"
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TRANSITION TO SOLUTION

- "If you had the right guidance, tools, and support to [achieve the desired result], how would that change the way you approach your life/business?"
 - "What specific areas of support do you feel you need the most to achieve [specific goal or transformation]?"
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