

Precursor to the Pause

Most reps aim to get the client talking. The great ones get them thinking.

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There's always a moment. Not when the client answers, but when they stop. When they think. When something lands just deep enough to make them look away and recalibrate. That pause? That's the win.

We don't get there with clever phrasing or scripted hooks. We get there by asking something that proves we understand what they're up against and what they're capable of, if just a few things shifted.

It's not a trick. It's not theater. It's a signal. One that says we've done the work, we see what's working, and we're paying close attention to what's in the way.

Anyone can ask a discovery question. But a precursor is different. It's a question designed to interrupt the pattern without breaking the flow. One that lands just outside their expected path, specific enough to feel grounded, open enough to create space.

Not because they're confused, but because they're considering something they hadn't before.

It's familiar, but a step further. It validates the work they've done without inflating it. And it opens the door to what's next.

Same goal, different outcome

Basic: "Are you the final decision maker?"

Better: "Who else would you want involved when this goes live?"

The first puts them on the defensive. The second hands them the floor.

The pause that follows tells us everything.

It means they're with us. It means the question landed. It means we've moved from conversation to consideration. And that's where real progress begins.

We don't sell with traps. We don't ask questions for the sake of asking. We ask the ones that show respect for what's already working and create just enough space for something better.

That's where trust lives. And trust moves faster than any follow-up ever will.

So, what's the secret to asking the right precursor?

We'll pause there.



Let's talk.

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