

The Six Steps of the Sale

Probing Questions

First Line of Probing Questions: Identifying the Pain Points

1. How would you describe the problem you're facing?
2. What is your current situation?
3. What problem are you trying to solve?
4. If you had a magic wand, what problem would you solve with it?

Second Line of Probing Questions: Clarifying the Pain Points

5. Can you tell me more about that?
6. Could you please elaborate?
7. Could you give me a few examples of what you mean?
8. How severe is the problem?
9. How is it affecting your workforce?
10. What is your role in this issue/situation?
11. What do you think is causing that problem?

Third Line of Probing Questions: Understanding the Decision Maker's Idea of a Solution

12. What would happen if you didn't do anything?
13. What would be your ideal outcome from this situation?
14. Do you have a specific timeframe you would like us to work with?
15. What are your expectations for a solution?

Fourth Line of Probing Questions: Obtaining Other Important Information

16. What have I missed?
17. Do you have any questions or areas you may need to be addressed?
18. Is there anything else I should know?
19. What other problems are you facing besides this one?
20. Who else in your company is this impacting?
21. What do you think your boss' perspective of this issue is?



Create Your Own Probing Questions

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

