

Open-ended Questions to Create Vivid Images

Once someone has shared with you a desire that you believe you can offer a solution for, ask them questions that clearly help them paint their own mental picture of just how much it affects their life in a negative fashion, such as:

"You shared that you wish you had more energy. Tell me how that lack of energy affects your life." (having them fully visit the negative effects of their "issue" helps them understand how badly they would like to change it.

Once they have described the negative effects, ask them how their life would be different if that issue was resolved. Ask questions that help them verbalize how much a resolution would improve their present circumstances.

Only after you have helped them come to full realization how much they would like to improve the situation will you begin to make an offer of your product/service. Once again, you would do that with a question, such as:

"If I could show you what has worked for others (or yourself if that's true) would you be interested in learning more? "

This gives them the opportunity to ask you for more information, which totally eliminates the feeling of being "pushy" or "salesy."