

Compelling

Conversations

Open-Ended Question Flows

Use the open-ended question flows in this guide to get the exact answers you need to get the results you're looking for!



Get people to sell themselves



Get prospects to want to talk to you about your offer



Create repeat customers











Enjoy selling & never feel pushy again

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Conversations

with Jacqueline McLaughlin

These are examples of Ice Breaker conversation flows that may lead to a conversation about your offer - *but that is not the goal. The goal is to just establish rapport to develop relationship and learn more about them to see if they are a good fit for your offer.*










-  How did you get involved in...?
-  What kind of challenges are you facing?
-  What's the most important priority to you with this?
-  Why?
-  What other issues are important to you?
-  What would you like to see improved?
-  How do you measure that?
-  If you could resolve this issue, what would that be worth to you?

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Use these questions to create & explore prospect interest.
Adapt the questions to fit the situation you are in.









-  If you could change one (or two) thing(s) that would improve your life, what would you change?
-  How do you feel this is affecting your life? (Dig deeper)
-  If you could eliminate/fix (above problem), how would your life be different?
-  What would it be worth to you?
-  If I could show you what has worked for others in a similar situation, would you be interested in learning more?
-  How do you see this happening?
-  What are your biggest frustrations with your wellness (or lack thereof)?
-  How would your life be different if those frustrations were eliminated?
-  What do you think that would be worth to you?

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These are just examples to help you get the creative juices flowing. Keep in mind these lists are not exhaustive, but they will help you start thinking about communicating in a different way - asking questions that lead to more interest and solutions for the person you are speaking with.

-  Use questions from Prospect Discovery examples
-  What do you like about product XYZ that you purchased?
-  (Dig deeper, if appropriate) Tell me more about that.
-  How has product XYZ changed your life?
-  How has product XYZ impacted your family?
-  What is that worth to you?
-  What other areas of your life would you like to see improved?
-  What is it that you'd like to see accomplished?

Make the types of questions fit your offer - these are only examples.

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