



11-3-06

TO: BNI Lodi Founders Members

From Mike Hinton, Educational Coordinator

RE: Educational Moment for 11/3/06
Telling and Selling vs. Asking

Today's topic is Telling and Selling vs. Asking

How do you get a prospect to open up when you here of them talking about an issue that they have? Ask them questions... These questions can be very open and generic at first.

As is questions:

1. Tell me why do you feel that way?
2. Why is that happening?
3. Who do this effect?
4. Why is this important that it change?
5. Do you have a solution in mind?

Should be questions:

1. How would things be different?
2. What else would change if this were to happen?
3. How soon do you want this to happen?
4. Would your business or life be better?

Barrier Questions:

1. Why haven't you done anything about this?
2. What is the reason for not making a change?
3. Do you have a budget in mind?
4. What is holding you back?

Payout Questions:

1. How would things be different if this were to change?
2. How would this make more money for your business?
3. Is this were to happen and give you more time ,what would you do with this time?
4. Would you employees/family be happier?

Well, based I want you have told me, I know someone that can help you. His name is.... And here is their card. I'll have them give you a call later this week to show you how this can happen.

Next week we will cover **Credibility Statements**, What Are They? and How Important Is It to Have One.