

THE ART OF INQUIRY

15 Questions to Guide the Sales Conversation

MONTE ROSE

SITUATION (Understand and Empathize)

- Would you mind telling me a bit about your home?
- What prompted your call/response?

MOTIVATION (Why and What)

- Is “retirement” turning out as you expect?
- Do you have something to accomplish that requires money?

ABILITY (Can I and Will they)

- Do you prefer to stay in your home or is relocation an option?
- How do you feel about “putting your home to work” for you?

RESISTANCE (Why not and Who won't)

- What questions do we need to answer about the program?
- Do you have any concerns about making financial decisions?
- Is there anyone with whom you'd like us to discuss this information?

TIMEFRAME (Now or Later)

- Do you have a “deadline?”
- Are you interested in taking advantage of the protection a fixed rate can offer you?
- If you do nothing, will your situation improve?

STORY (Benefit and Solution)

- Would you _____, if you had _____?
- Is there any reason why we shouldn't gather the facts?
- Shall we begin the process to determine how much money you will receive?

