

The LEGO?



LOCATION

Find out about the persons location... Current or future...

Where do they live/work/study?

Where will be during the day?

We want to build a picture of where they are versus where we are and see how we will fit in their daily route and routine...



EXPERIENCE

Has this person ever been to a site like ours before?

Have they done what we do or something similar?

We want to build a picture of the persons background in relation to our service offering - Are they currently active? etc.

GOALS

Spend a good bit of time here, more time than you feel you should. This is important and is often skipped over the phone.

What does this person want to get out of us and our service?

Help them to make their vision become a reality.

Find out exactly what they want and then help them to make it even more precise.

Are we best suited to help with their goals? If so show them how...

OPT IN

Now that we've done all this great questioning and active listening - we want to get the prospect to softly "buy into" what we do. Get them on board before they actually are...

Get them to think bigger than a trial period for example..

Get them to visualise their future in our business...

