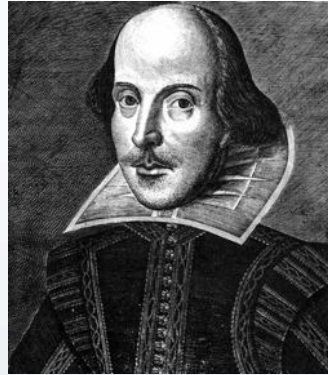


Power Questions to Build Clients for Life

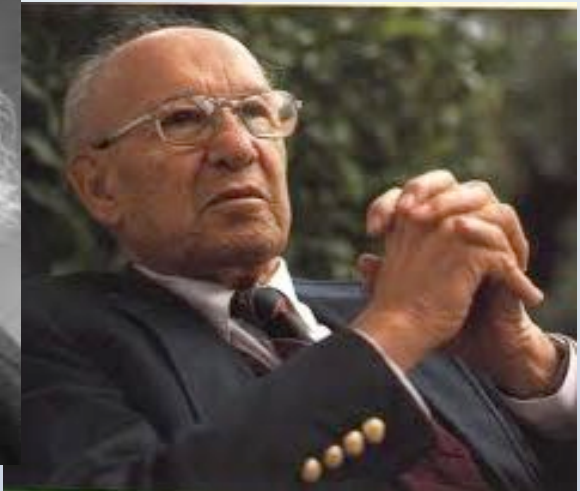
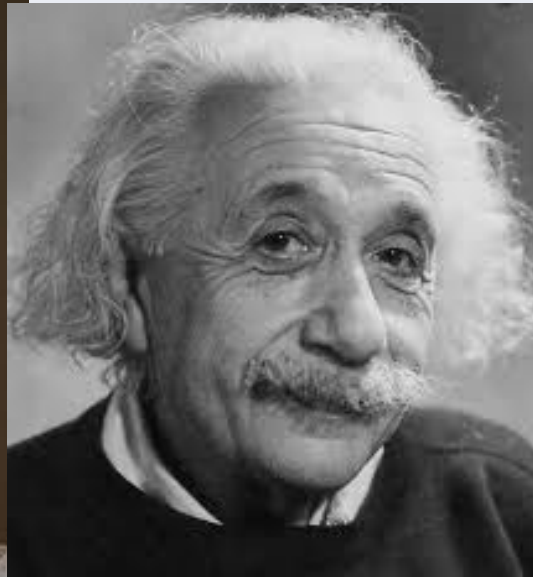
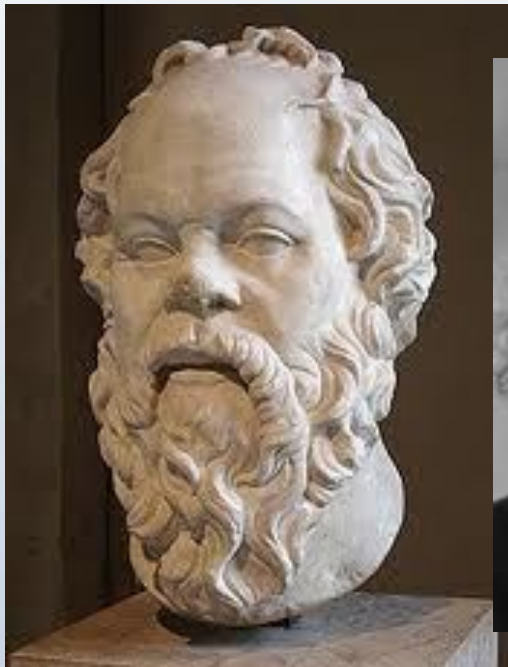
Andrew Sobel Advisors

Asigra Partner Summit
July 10, 2013

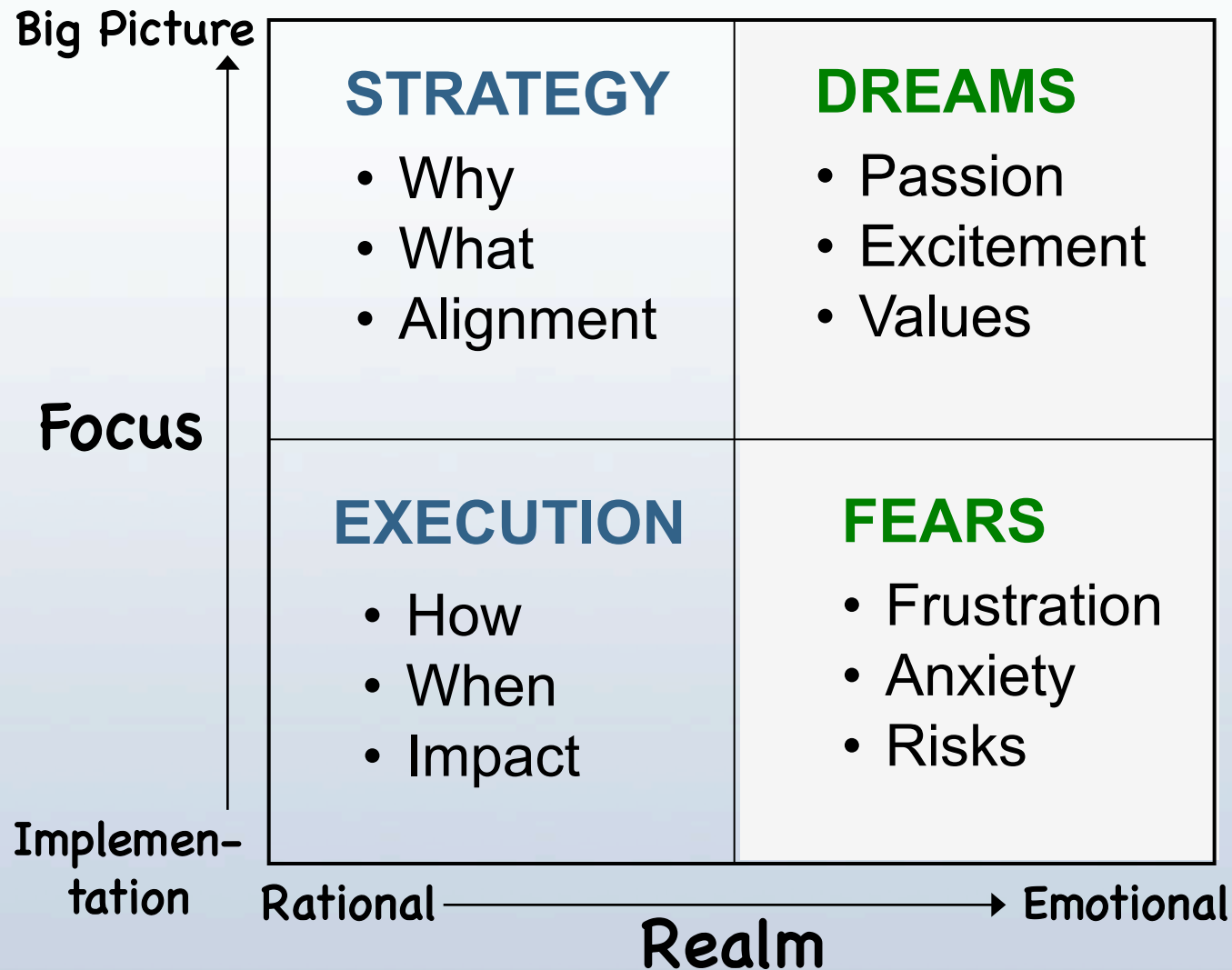
Using Power Questions



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Four types of Power Questions



Preconditions for the sale

1. Problem or opportunity
2. The executive owns it
3. Dissatisfaction with rate of improvement
4. Trusts you *and* believes you're the best alternative
5. Buyer feels key stakeholders are aligned



Questions to ask your top clients every year

1. What's been valuable?
2. Communications?
3. Our team?
4. Know where to go to?
5. Goals and plans?
6. Make doing business easier?
7. Reference or referral?

Summary: key moments to use questions with clients

- Sales: Ascertain readiness to buy
- Building credibility
- Learning their agenda
- Getting to know them
- Assessing the relationship

Questions to ask your spouse, partner, or a loved one

1. Dreams?
2. Happiest day?
3. Your plans?
4. Excited about now?
5. How can I support you?
6. More/less time on?
7. Can we start over?

Follow-up Resources

<http://andrewsobel.com/asigra>

1. **A copy of my slides**
2. **Agenda Setting best practices**
3. **Adding more value best practices**
4. **Power Questions list**
5. **First Meeting 32 pt. checklist**