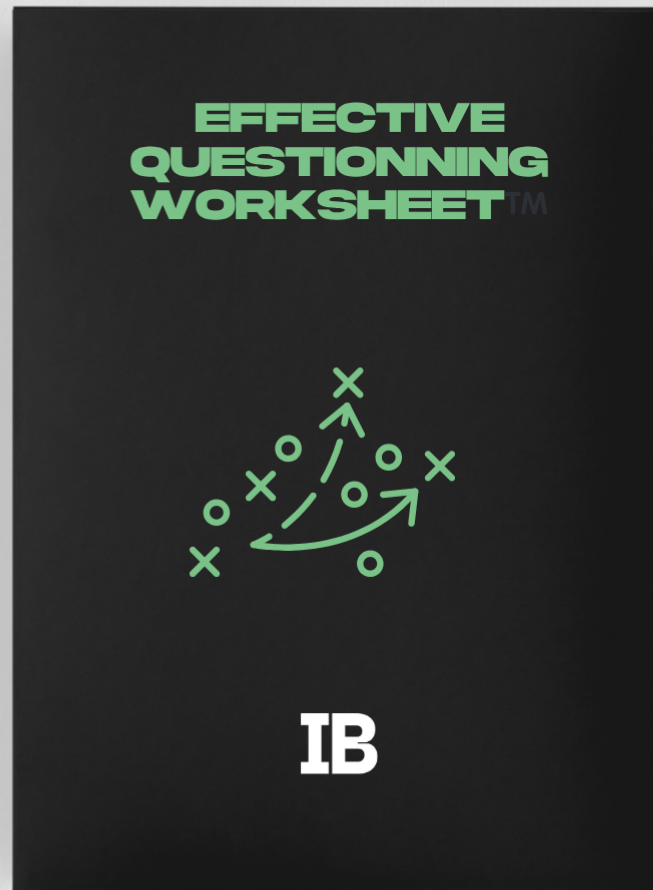




The 6-Step GPUNTQ Framework.

For increased confidence and asking better questions in your sales calls.

Effective Questioning (GPUNTQ) Worksheet™

A 6-Step framework for confidence going into sales appointments (telephone calls, zoom meetings or via DM's).

The key to being a 1st class salesperson is great questions. Q's give us information about the prospect that helps us diagnose problems and determine whether our offers are a good solution. The more comfortable we get at asking difficult questions, the better the information we will gather.

Our job is to help buyers to buy (not try and convince them). The best way to do this is to create a holy sh*t/penny drop moment - where they work out your solution is the best option (if it is) - through your questions.

How to use this Worksheet: type this up on a separate document (or grab a pen & paper if you wish) + answer the Q's below.

GPUNTQ QUESTIONING FRAMEWORK

START WITH PURPOSE:

At the start of the call be clear on the purpose of the call:

E.g. "I've got some questions for you, what is it that you want from the call?"

or "The purpose of this call is to give you more info at this stage, is that right?"

Get clarity and agree on the next steps and pre close > "if you get what you need and like what you hear today, can we both agree to (X your ideal outcome for the call)".

GOALS:

Start with the positives, examples:

"What's the plan with (the business)?"

"What's your main goal right now?"

"What's next for?"

"What has X got in store for you?"

PAIN:

"In regards to X what's your biggest challenge right now?"

"Why? Specific Challenges?"

"How does this affect X (knock-on-effects/agitate)?"

"What are you struggling with? What have you done to try and solve this so far?"

“Problems? Unmet ambitions?”

URGENCY:

“How long have you had that challenge?”

“How soon would you like to get it handled?”

“How much do you think it's costing you?”

“What would it be worth to get handled right now?”

“Why now? How long have you been looking?”

“When are you looking to take action?”

“What happens if you don't get a handle on it soon?”

NEED:

“Forget about me/my company, if someone could help you solve this challenge, what do you think you'd need from them?”

“What wouldn't it look like?”

“What is it you think you need from X?”

“From me? My company? “What results would make this an amazing investment for you? What support do you need?”

“What do you need to move forward to the next step?”

(Get certain on EXACTLY what would make this a good deal for them).

TRUST:

“What is it that made you connect/reach out/respond?”

“What else do you need to know about me/us?”

or “What you've heard/seen that made you reach out/respond?”

“What else would you need to see (if anything) to move forward with confidence?”

QUALIFY:

Reconfirm what they've told you, then...

“What's the number 1 outcome that you'd need to get from X?”

“What absolutely MUST be in our recommendation/solution for it to be a no-brainer?”

“What would stop you from moving forward today?”

(Get the specifics and don't leave a stone unturned).



WHAT ACTIONS ARE YOU GOING TO TAKE?	YOUR ANSWERS
1. WHAT ARE YOUR KEY TAKEAWAYS, ACTIONS AND WHEN WILL THEY GET DONE? 2. WHAT GPUNTQ QUESTIONS WILL YOU USE ON SALES CALLS?	1. 2. GOALS: PAIN: URGENCY: NEED: TRUST: QUALIFY:

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