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Compelling Conversations – Discovering the Cost of the Problem

This is by far the MOST IMPORTANT section of your sales conversation. For, if there is no costly problem, there's no need to invest in your solution. Remember SPICE

Specific Pervasive Immediate Conscious Expensive

Sample questions to discover the cost of the problem:

Step 1: Get a better understanding of their Top of Mind SPICE Problem

Individual:

- What strategies have you tried to improve your [area of problem] that worked and didn't work? "That sounds frustrating and disappointing."
- How much time, energy or money have you spent trying to solve this challenge?
- How has that impacted you? Your business? Your income? Your Health? Your well-being?

        **Agree with what is wrong or the problem or what hasn't worked in order to deepen the importance of the problem.

Corporation or Other Group:

- Tell me a bit about how you're currently addressing….
- What do you think the biggest obstacle is to achieving greater…?

Step 2: Add a monetary value to the problem

Individual

- If problem is business, "What is a new client worth in terms of dollars to your business?"
- "So, how many sales/clients would you estimate this is keeping you from earning/serving?"
- If problem is health, "If your health wasn't an obstacle, how much more would you be able to work or earn for your family?"
- "So, how many days would you estimate this is keeping you from going to work to earn?"

Corporation or Other Group:

- How does impact your company's profitability?
- What opportunities are you missing out on because of this issue?

- What is the dollar amount you'd associate with the missed opportunity?

Step 3: Do the math

Individual or Corporation

- ** Do the math with the prospective client, being realistic but stand in your power as to what is at stake for them. "Unless I made a mistake with my math, by not getting this problem solved, it's actually costing you $_____"
- Wow, how does it feel to hear what this problem is costing you?

Step 4: Close with the priority of solving the problem

Individual or Corporation:

- So, on a scale of 1-10, 10 being the highest, how important is this for you to solve this problem NOW? Why? **Reiterate why this is critical that they solve this problem.**
- What would be the most valuable payoff to solving this problem now?

Corporation or Other Group:

- If this challenge is addressed successfully, what will the value be to your company?
- What will be the biggest measurable impact on your department/company?

Your Turn:
Which questions will you ask to help them discover the cost of the problem they have that you can effectively solve for them?