

# Product Question Brainstorm Worksheet

## **Four good reasons for you to develop these questions:**

The purpose of developing these questions is:

- Develops your thinking that you can provide depth before being asked
- Forces you to be pro-active and empathetic by knowing in advance how you would approach each question or topic
- Develops your natural skill and ability to converse on any topic of interest to your prospect
- Develops your confidence that you know your service or product very well

## **The question is:**

What will your prospect ask and how will you respond:

## Exercise

Assume the prospect asked you the following. Each question is asked in the context of your service. Imagine that the prospect is interested in working with you and appears to be qualified for your help. How would you respond to these questions?

Write your response to each.

### The prospect asks:

1. “What is needed for the project to be successful?”

### Your answer:

---

---

*This question invites you to explain that your service (examples: leadership, sales, tech, teams, and employees) requires more than a single action. Make sure that you can discuss each of the elements that combine to make your service a success.*

### The prospect asks:

2. “How long will this take?”

### Your answer:

---

---

*This question gives you the opportunity to discuss not only how you insure lasting success but also that instant results are not possible. Always have a two-step or a three-step approach so that time does not become an issue.*

**The prospect asks:**

3. “What will I have to do?”

**Your answer:**

---

---

*What role do you want this person to play? A “must avoid” mistake is to attempting improvement by focusing exclusively on one or two factors. Prospects can do wonders to help your service be a success. Make sure you know how. The role of your prospect is a critically important part of any improvement effort. Know your ideas and requirements on this.*

**The prospect asks:**

4. “How will you measure results?”

**Your answer:**

---

---

*Have at least five measures – key measures that you would track as you deliver your service. The results you want to measure give you a terrific opportunity to have a meaningful conversation. Your focus can be pinpointed to the value-added parts of your service.*

**The prospect says:**

5. “I am not sure we have to really address this situation – I don’t want to upset the organization”.

**Your answer:**

---

---

*This is a statement that you need to be ready to handle. Be prepared to illustrate how the current situation (the situation you solve) will decline rapidly if left unattended. Have solid evidence of how conditions will tend to deteriorate.*

**The prospect asks:**

6. “What factors do you believe are most important to business success?”

**Your answer:**

---

---

*This question will not be asked nor will you ask it. However, think through your own opinions and ideas on the factors you believe must be present in any well-run business. My top three are:*

- A. A strong and persistent focus on sales and customer retention*
- B. Internal systems for operation and administrative functions*
- C. A management team that understands and practices performance development activities with all employees*

The prospect asks:

7. “How do you decide that this is the type of work you are good at?”

**Your answer:**

---

---

*Go immediately to a story about your mission, purpose and vision in working with business people.*

**The prospect asks:**

8. “How could we do this for less money?”

**Your answer:**

---

---

*People like knowing that they are getting a fair deal. They also want to know that they are in a “control” position or at least not at risk. It is always a good idea to have two ways for the prospect to save time or money when you introducing your service. While you can’t cut prices just because they ask, you can have a creative approach to responding to this request.*

**The prospect says:**

9. “I don’t think my managers will want to take the time that this project will require. Maybe we would just wait for a few months.”

**Your answer:**

---

---

*The prospect may be testing your conviction or is a weak person who is afraid of leading the managers. The best preventative for this is to:*

*Ask about getting the managers buy in early in the discovery process.  
Request an individual meeting with two or three of the key managers to “get their perspective”, etc.  
This takes all the pressure off of the CEO and creates a good opportunity for you to get a clearer picture of what is really going on.*

**The prospect asks:**

10. “Can you work with my partner? I think that he/she will need this more than I.”

**Your answer:**

---

---

*Simply agree to meet with the partner, but only after the two of you have agreed to what the prospect (not the partner) will or will not do. Sometimes the prospect uses the ‘see my partner’ ploy as a delay strategy.*

*It is best to not link the “partners” too soon. It just gets too confusing, too soon. Deal with each partner as if they were separate entities with separate issues, goals and willingness. After the initial discussion with both, attempt to weave the service to fit both sets of needs. .*

Cheers  
Richard L Reardon