

# THE SEVEN POWER QUESTIONS



## Power Question #1 Close the 3-Bid Door

After an introductory conversation with your prospect about your guarantees and their previous bad experiences with getting 3-Bids, ask this question to help you close the “3 Bid” door:

“Mr. Prospect, if on one hand you had 3 offers or even 5 offers from companies who will say anything to get their hands on your money, and on the other hand you had a company like mine with an ironclad guarantee who would treat you the way we treated Mrs. Jones, which of those would you prefer?”

## Power Question #2 The Intention Statement Close the 3-Bid Door

“Mr. and Mrs. Prospect, have you ever had a bad experience with a pushy salesperson? Well, I’ve got great news, I am not a pushy salesperson; I am a professional sales consultant, and I take my profession very seriously. It’s how I provide for my family. It’s how I serve my community.

What I have found is the best for my customers is that I want to take all the time you need to answer all your questions, design the perfect solutions and, of course, get it in your budget. All I ask at the end of that process is that you let me know, one way or the other, whether or not you think I am a good fit for you. And NO is a perfectly acceptable answer.”

## Power Question #3 Close the Price Door

After sharing an article with your prospect that shows that price is not the most important consideration when making a purchasing decision, ask this question to help close the “price” door:

“Would you agree or disagree with (whatever expert 3rd party reference) that there are other factors that are as important, perhaps even more important, than a cheap price?”

## Power Questions #4, 5 and 6 Seal the Price Door Shut

Finally, be sure to perform a product demonstration for your prospect. This demonstration is designed to demonstrate why your products and/or service are superior. After showing your prospect each component or feature that makes you better, be sure to mention you could cut corners if you wanted to be the cheap provider. But stress that you DO NOT want to be the cheap provider. You want to be the company that protects your customers, their families and their investment.

**Then ask the following 3 questions:**

### **Power Question #4:**

“Mr. Prospect, when you consider how important these components and features are, why do you suppose other companies will cut corners on these steps?”

**(They will always say to save “time and money”).**

### **Power Question #5:**

“Well, suppose a company did come in here and cut corners and sacrificed quality to save you some “time and money”, have they REALLY saved you any time and money?”

### **Power Question #6:**

“Mr. and/or Mrs. Prospect, here in a moment I am going to show you some options. Sometimes when folks see how much superior quality and service really cost, they ask me if I can do it cheaper. Now that you see what I would have to do to cut the costs, is that something you are going to ask me to do?”

### **Power Question #7**

After you have closed all the doors and recommended solutions based on everything you’ve learned, then as the most important question:

**“WILL YOU TRUST ME WITH THESE RECOMMENDATIONS?”**

GOOD LUCK!