

~~20~~²⁵ Questions that Uncover Higher Value Projects



One of the keys to winning bigger, richer, higher-margin projects is increasing the size (i.e., value) of your projects. (Project Size is one of the three elements of the “Drop Size Formula” for making bigger rain.) How do you win bigger projects? By asking your prospects questions that increase the scope, urgency and value of their work with you.

Using Probing Questions Effectively

Step 1: Choose your questions.

- Review the list of twenty-five questions provided on the following pages. They are a good jumping-off point for your conversations.
- Note the ones that you think fit for the types of situations you encounter, the decision makers you meet, your culture and your own personal style.
- Push beyond your comfort zone. If you ask the same questions you’ve asked in the past, you’ll get the same results too!

Step 2: Rephrase to fit your language and culture.

- Adapt the questions you’ve checked so that you will be comfortable asking them. Use language that is easy and comfortable for you and that fits well with the culture of the decision makers you encounter.

Step 3: Practice

- It’s more difficult to ask questions than you may think. Therefore, practice asking probing questions and follow-up questions with a colleague. Practice each question at least three times.

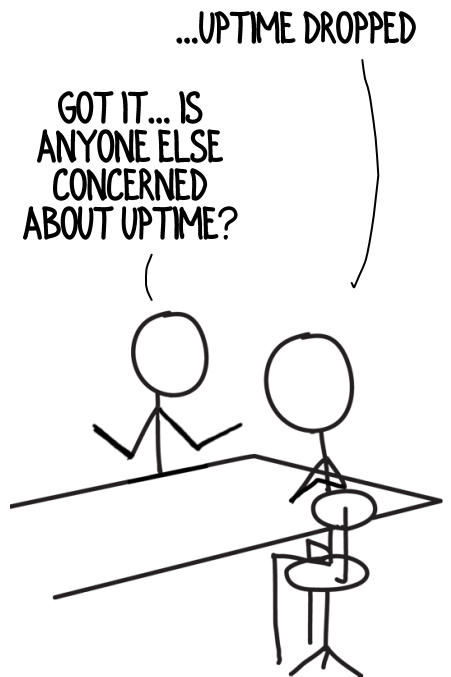
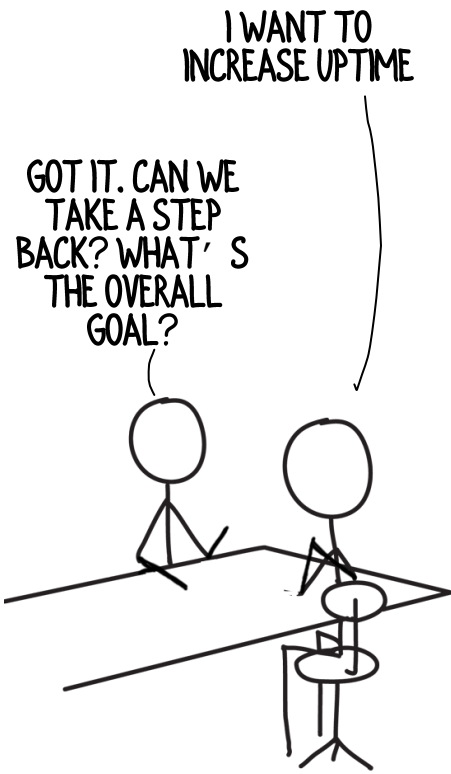


Call now for more information

203-438-7236

www.davidfields.com
david@davidfields.com

25 Questions That Uncover Higher-Value Projects



Check here if this is a question you could use

	Probing Question
<input type="checkbox"/>	Can you tell me more?
<input type="checkbox"/>	Why?
<input type="checkbox"/>	If you accomplish this what's the result?
<input type="checkbox"/>	What's the overall goal here?
<input type="checkbox"/>	How does this fit in with the bigger picture?
<input type="checkbox"/>	What are your overall goals, strategies and obstacles?
<input type="checkbox"/>	What prompted you to address this issue now?
<input type="checkbox"/>	Could we take a look at the data?
<input type="checkbox"/>	Is anyone else concerned about this?
<input type="checkbox"/>	Do you mind if we start over?
<input type="checkbox"/>	Is that the best you can do?
<input type="checkbox"/>	Once this is done what would you do next?
<input type="checkbox"/>	How will _____ affect _____? <Expertise-driven question>

There are more questions on the next page

Call now for more information
203-438-7236

www.davidfields.com
 david@davidfields.com

25 Questions That Uncover Higher-Value Projects



DAVID A. FIELDS

Check here if this is a question you could use

	Probing Question
<input type="checkbox"/>	How will this affect your efforts to _____?
<input type="checkbox"/>	If you had additional resources, which initiatives would you invest them in?
<input type="checkbox"/>	How have you been successful so far, and do you think that will change in the future?
<input type="checkbox"/>	As you look forward, is there anything else you would like to accomplish?
<input type="checkbox"/>	Who are your customers and how are they judging your performance?
<input type="checkbox"/>	In your ideal world what would be different three years from now?
<input type="checkbox"/>	What else are you working on that's related to this?
<input type="checkbox"/>	If you didn't address this, what would the impact be?
<input type="checkbox"/>	How will addressing this improve performance?
<input type="checkbox"/>	What's this problem costing you annually?
<input type="checkbox"/>	What if this project didn't work... What else would be affected?
<input type="checkbox"/>	What will addressing this issue mean for you, personally?

Call now for more information

203-438-7236

www.davidafields.com
david@davidafields.com