

# Q&A

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## Questions Are The Answer

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Change the way you ask questions and transform your business!



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The most successful salespeople in the world understand the power of asking good questions. Too often, seemingly well adjusted, intelligent and likable people fail in the sales realm because they talk too much when in front of prospects; they end up telling, instead of asking the right questions and selling.

Asking questions is an art form, though, and those that get really good at it are able to lead prospects down a meticulously laid out trail that leads right to the desired destination. The best part about it, is that prospects think they arrived there based on their own choices, when in actuality they were led there by design from the beginning of the conversation.

So how do you become great at asking questions? Well first of all, like anything else, it takes practice. It also takes self-discipline and knowing when not to speak. Knowing when to simply sit back, say nothing and allow your prospect to talk, even though every fiber of your being wants to interrupt and tell them how much you know about that topic and how smart you really are.

Once you're able to shift your mindset about asking instead of telling, only then are you able to go the next step and craft your questions in such a way to generate the desired response. Stop asking the wrong questions and learn the secret to asking the right questions that will transform the way you sell and ultimately, forever change the way you do business.

Here are 20 questions used by some of the most successful advisors in the country. Study them and make them your own. Master them and learn how to re-train someone's perception of retirement in an hour and undo what they've been told their whole life. Ask the right questions, get the right answers!



# General first appointment questions

- 01 What type of insurance do you have for your retirement?
- 02 Do you like losing money in the market?
- 03 How does it make you feel when you lose money in the market?
- 04 Do you want to get your money safe?
- 05 Do you like the idea of having money guaranteed for the rest of your life?
- 06 Do you like the idea of never worrying about market volatility?
- 07 Does this make sense to you?
- 08 Do you like the idea of this?
- 09 Do you want to go ahead and fill this out now?
- 10 If you pass away, how much of the pension does your spouse get?



## Guaranteed answer questions

- 11 Do you really want your wife to worry about how to get by when you're not around?
- 12 Wouldn't you like to make sure that even if you're not around, your wife will have a guaranteed income?
- 13 We can take care of that right now, isn't that what you want for your wife?
- 14 Instead of asking a prospect to state their risk tolerance on a scale of 1 to 10 like we've all been taught, try it a different way: Are you comfortable losing all of your money, some of your money or none of your money?
- 15 Do you like the idea that your broker makes money even when you lose money?
- 16 How do you plan to take care of LTC?
- 17 Do you know the 2 most common killers of seniors?... Stress and Rocking chairs. Stress because you worry about losing your retirement and rocking chairs because you have nothing to live for or no money to do anything. If you put your retirement with me we can reduce those 2 killers greatly. Does it make sense to do this?
- 18 Do you think you can really recover from major losses even when you are taking out money to live off of and pay your brokers high fees?
- 19 What is the worst thing that can happen by getting a second opinion on different ways to protect your retirement?
- 20 Do you lose sleep at night when you are losing large amounts of money in the market?

