

# Natural Selling Conversation Framework

## *The Discovery Process*

### 1 Connecting Stage

#### CONNECTING QUESTIONS

Demonstrates your intent. Puts focus on other person.

### 2 Discovering Stage

#### BACKGROUND QUESTIONS

Finds the present situation - the basic facts.

#### NEEDS AWARENESS/ DEVELOPMENT QUESTIONS

Explores needs/problems if any. *What* your customer wants.

Explore circumstances causing the needs. *Why* your customer wants it.

Reveals the correct features, advantages and benefits to solving the problem.

#### CONSEQUENCE QUESTIONS

Expands on the problems.

Makes the need more urgent.

Explores consequences of making a wrong decision.

#### SOLUTION QUESTIONS

Involves your customer and their ideas.

Reveals and strengthens the benefits of solving the problem.

#### QUALIFYING QUESTIONS

Confirms if other person is ready to take action.

### 3 Transitioning Stage

#### TRANSITION QUESTIONS

Opens the door to presenting your solution.

### 4 Presenting Stage

#### SUMMARY AND AGREEMENT

Confirms the correct solution. Presents the specific features, advantages & benefits of the solution that solves the problem and satisfies the needs.

### 5 Committing Stage

#### COMMITMENT QUESTIONS

Helps other person to commit or take the next steps.

L

I

S

T

E

N