

NEPQ Framework

1. Connecting Stage

CONNECTING QUESTIONS

Puts the focus on them and off you

2. Engagement Stage

SITUATION QUESTIONS

Basic Facts: Who is your prospect & what is their present situation

PROBLEM AWARENESS QUESTIONS

Opening the emotional door to finding out what their problems are, why they have those problems and how it's affecting them

SOLUTION AWARENESS QUESTIONS

Involving your potential customers and their ideas which strengthens the benefits of solving their problems

CONSEQUENCES QUESTIONS

Helping potential customers question their way of thinking and explore the consequences of not solving their problem

QUALIFYING QUESTIONS

Confirms how important it is for them to make a change and take action

3. Transitional Stage

TRANSITION QUESTIONS

Transition to presenting your solution

4. Presentation Stage

FEEDBACK/AGREEMENT

Demonstrates how the specific advantages & benefits of your solution will solve their problem

5. Commitment Stage

COMMITTING QUESTIONS

Helps them commit & take the next step to purchase your solution

See how our training platform walks sales teams through the NEPQ methodology to close more sales, more quickly.
[Book a 1:1 demo with one of our account executives today](#)