



NEPQ SCRIPTWRITING CHALLENGE

PROBLEM STATEMENT

Only for cold-calling



PERSONALIZED INTRO
30 Second commercial



NEURO-EMOTIONAL PERSUASION QUESTIONS

#1. The Connecting Stage

CONNECTING QUESTIONS

*Takes the focus off you, puts it on them
& facilitates trust*



#2. The Engagement Stage

– 85% of the sale is made here

SITUATION QUESTIONS

Find out their present situation

PROBLEM AWARENESS QUESTIONS

*The emotional door to find out what their problems are,
and how these problems are affecting them*

“So do you like _____?”

If they say “YES”:

“Oh, what do you like about it?”



TWO TRUTHS

Nobody likes 100% of what they do or have

“So to me it sounds like things are going fairly well for you.. is there anything you would change about your (present situation), if you could?”

“What don’t you like?”

“So I’m curious, what is it about your _____ that you don’t like?”

If they expand on what they don’t like...

CLARIFYING QUESTIONS

“What do you mean by that?”

“How do you mean?”

“When you say _____ what do you mean?”

PROBING QUESTIONS

“How long has that been going on?”

“Has that had an impact on you?”

“In what way though?”



SOLUTION AWARENESS QUESTIONS

*Involves finding out about your potential customers and their ideas,
which strengthens the benefits of changing their situation with your solution*

CONSEQUENCE QUESTIONS

*Help your prospect question their way of thinking
– and explore consequences of not solving the problem*



QUALIFYING QUESTIONS

Confirm how important it is for them to make a change

#3. Transition Stage

– Transition to presenting your solution

TRANSITION FORMULA

#4. Presentation Stage

- Demonstrate how the specific advantages and benefits of your solution will solve their problem

PRESENT YOUR SOLUTION

*Tell them how your solution is going to help
Them solve the specific problems they raised*

<i>Tie in the problem and emotional pain 1</i>	<i>How you solve that - Feature + Benefit</i>
<i>Tie in the problem and emotional pain 2</i>	<i>How you solve that - Feature + Benefit</i>
<i>Tie in the problem and emotional pain 3</i>	<i>How you solve that - Feature + Benefit</i>
<i>The investment is :</i>	<i>So that you can... (repeat back what they want)</i>

Ask a qualifying question at the end of the presentation...

#5. Commitment Stage (“Closing”)

– helps them commit and take the next step to purchase your solution

COMMITTING QUESTIONS

OPEN NOTES // YOUR BRAIN DUMP SPACE

