



S.P.I.N. Selling Outline

Situation Questions

Situation questions open the call. They ask information about the person and their situation. Here are some examples:

- "How are you?"
- "What's going on for you right now?"
- "How is [issue] going right now?"
- "What are your goals in a big sense?"

Problem Questions

Problem questions start very quickly after situation questions, and they specifically look for the issues that the prospect is experiencing.

- "Do you have any specific problems with [issue]?"
- "Are you satisfied with how things are going now?"
- "Is your existing situation working out for you?"
- "What exactly is the problem you are dealing with?"
- "What would you like solved?"

Implication Questions

Implication questions take the problem deeper, to the meaning of what's going on. They help get the prospect connected to whether this is something that needs solving or not. They are related to the problem questions. Here are some examples:

- "What's the implication of that [problem]? What does it lead to for you?"
- "What effect does that [problem] have on your [profits, weight loss, relationship]?"
- "Could that [problem] lead to any other issues down the line?"
- "Will that [problem] slow down your goal for [something they want]?"

Needs Payoff Questions

Needs Payoff questions turn the focus to the solution and connect the prospect to the value and usefulness of solving the problem. Here are some examples:

- "Is it important that you solve this problem?"
- "Why would you find this solution so useful?"
- "What other ways could this help you?"
- "What benefits do you see?"

