



Dr. Michele Gunderson's

Pain Point Questions for Your Next Sales Call (Worksheet)

This worksheet will help you have more powerful and high-converting sales calls by creating a safe space for your potential client to talk about their pain points.

For an overview on the most important words you need to be using in your sales calls, check out the *8 Powerful Words to Make Sales Easy (Cheat Sheet)*.

Reflection Question #1:

Imagine you are having a strategy session with a potential client and you are explaining the benefits they can expect when they work with you. What are those benefits? List them briefly below.

For example: I help my clients create amazing, highly profitable events that their attendees rave about.

Reflection Question #2:

Next, take a moment and reflect on the pain points your clients often have before they work with you. Briefly describe them below.

For example: My clients are on the edge of burn out. They are pouring their hearts and souls into creating events, but the money just isn't there.

Reflection Question #3:

Now look at your list of pain points. What questions can you ask your potential client to get them to open up about their own pain points?

For example: Going back to the event example, you could ask them how many hours they worked on for each of their past three events and the profits they made.

Think through some questions that will help your potential client open up about their pain points, and list them below. If you'd like help or feedback on your questions, please post them in the group.