

10 QUESTION CHECKLIST

Questions to ask when prospecting clients



1. Tell me a bit about the leadership culture.
2. What behavioral bottlenecks are costing you the most right now?
3. How long has this been an issue?
4. What have you done to address this in the past?
5. Were you satisfied with the results?
6. How much did that solution cost?
7. Given that investment, what results would have been satisfactory to you?
8. What potential solutions are you currently exploring and what problems do you foresee with those solutions?
9. How important is it to you for results to be measurable?
10. How much longer are you willing to live without measurable results?