

# LESSON: CHALLENGE QUESTIONS



1. The **main lessons** are; 1) Challenge questions are the only question type that fills your funnel or sales pipeline, 2) they must include buzz words and 3) you must fish in multiple directions. (more is better)

2. They are as critically **important because**: NO PROBLEMS = NO PIPELINE = NO SALES.

- You cannot wait for customer problems to come to you; you must fish for them relentlessly.

3. Asking a ton of great challenge / fishing questions is **the core of your job**.

4. The buzz words that **must be included** are: issue, worry, challenge, difficulty, problem, concern, frustration, struggle, complaint, obstacle, limitations, trouble etc.

## Examples:

- What types of challenges do you have dealing with **security in general**?
- What worries you about **not being able to track files** once they have passed your firewall?
- What are your two biggest concerns about defending against malware?
- Do you have any issues with your **real time compromise indicator** capabilities?
- Which one concerns you most?
- How do you mean?
- What is the answer?

## DO 3 THINGS

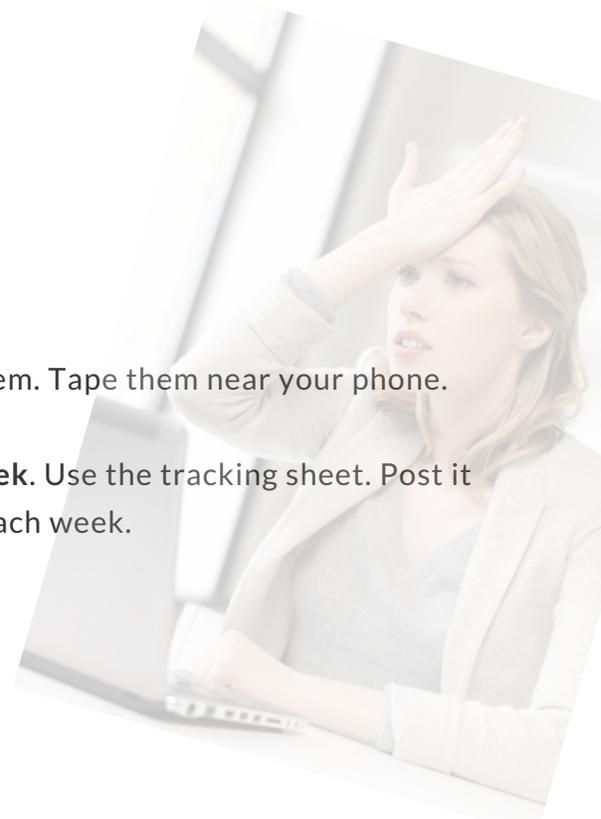
1. Write out 4 challenge questions.

2. Analyse them. Do they each contain a buzz word? Improve them. Tape them near your phone.

3. Set a personal goal to **ask at least 10 fishing questions per week**. Use the tracking sheet. Post it on your desk and purposefully keep track of how many you ask each week.

In the spirit of growth,

CB



# FISHING QUESTION WEEKLY TRACKER



Print this out/ put it near your desk/track fishing questions.

## MONTH-AT-A-GLANCE BLANK CALENDAR

MONTH _____						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday