OPENING

P.Q. “_______ suggested we get together. How are you and ____ connected?”

P.Q. “What did you think of the (Predisposition)?” (Memorable Experience, WOW Packet, etc.)

T.Q. “What do you know about___________?”

T.Q. “What do you think about___________?”

P.Q. “Why are you interested in___________?”

P.Q. “Are you familiar/acquainted with any of our key leaders?”

DIALOGUE

T.Q. “What do you think about this Vision?” (Or Plan? Or Model?)

T.Q. “What do you feel about this Plan? Model?”

T.Q. “Do you believe we can execute on this Plan?”

P.Q. “These are our three most important priorities for the next 1000 days. [Pointing to engagement tool] I can talk about all three in great detail, so can we start with which one of these is most important to you?”

T.Q. “Do you believe that there are enough committed leaders like you to help us fund this vision?”

INVESTOR Q: “Wow, this is great. But is it viable? Can you pull it off? Can you make it work? How do I know it will work?”
P.T.O: \textit{These 3 Things: Champion, Invite, Invest.}”

T.Q. \textit{“I wanted you to know/understand and support our vision ... And how we are going to make it work ... and to see if this makes sense.”}

P.Q. \textit{“What do you think?”} (Prepare to listen and respond.)

P.Q. \textit{“Can we begin a conversation about how you can help?”}

P.Q. \textit{“Where do you see yourself in this plan?”} [Pointing to funding pyramid.]

OTHERS

P.Q. \textit{“We need your leadership, credibility and support with other committed leaders. Can you help with this?”}

P.Q. \textit{“Will you serve on the Steering Committee?”} (Show Responsibilities)

P.Q. \textit{“Will you provide referrals and names of other committed leaders?”}

P.Q. \textit{“Would you be willing to host a small gathering at your office or home to help us present our story?”}

T.Q. \textit{“Is this something that you would personally like to see happen?”}

GO TO 30,000’

P.Q. \textit{Commensurate. “We need a financial commitment, an investment in our vision and impact - is that something you can do?”}

\textbf{Action: DRAW PYRAMID!}

P.Q. \textit{“Can you make a leadership commitment to help make this happen?”}

P.Q. \textit{“Can you take the lead in order to make this happen???”}

\hspace{1cm} or

\hspace{1cm} \textit{“Are you in a position to take the lead on this Campaign?”}
INVESTOR RESPONSES:

1. “Yes, but ... that is more than what I was thinking but I may be able to do that.”

   P.Q.? “Can you tell me more?”

   (They may say “I can’t do it today because of family commitments, but I can do it at the end of the year.” Or “It would help if I could spread it over several years.”)

2. “Actually we’ve talked about this, and we really want to make an impact. It’s the right time in our lives to make something like this happen.” (WOW!)

   T.Q. “What can I say? Thank you.”

3. "WHOA! This is much more than we can do. There are some things you don’t know (business or personal).”

   P.Q.? “Thank you for sharing that. I know you will do whatever is commensurate with your feelings and situation. Where do you see yourself on this pyramid/on this campaign?

Note: You should never decide the level of commitment for the Qualified Prospect!

   P.Q. “I have no idea of your financial status, your other priorities and commitments, your family obligations ... so I won’t even presume to ask you for a specific amount. Where do you see yourself on this pyramid/on this campaign?”

   P.Q. Handful of people: “You are literally one of a handful of people who can help make this a reality ... is that something you want to do?”

   P.Q. Possible: “Would it be possible for you to take the lead on this effort?”

   or

   “Would it be possible for you to make a leadership investment in this critical effort?”

   INVESTOR: “WOW, this is great. I need to think about it.”*

*This is a good thing! It means they’re serious.
P.Q. “What else can I do to help you come to a decision?”

P.Q. “Assuming that this, this and this happens … would you then be willing to make a leadership investment in this vision?”

P.Q. “If you could find a way to do this leadership commitment, is it something you want to do?”

P.Q. “Do those numbers make sense to you?”

P.Q. “Is this something you’d like to do if you could?”

P.Q. “Is this something you want to do, if you could?”

P.Q. “We need to finalize your commitment for both our business and financial planning and the credibility, leadership and momentum your commitment will make.”

“Could I call you in a week or so to finalize your decision?”