

ForImpact

P.Q. = Power Questions
T.Q. = Transition Questions

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?**”

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P.T.O: These 3 Things: Champion, Invite, Invest.”

T.Q. “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. “What do you **think?**” (Prepare to listen and respond.)

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

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

OTHERS

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

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

P.Q. “Will you provide **referrals** and names of other committed leaders?”

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

T.Q. “Is this something that you would **personally** like to see happen?”

GO TO 30,000'

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

Action: DRAW PYRAMID!

P.Q. “Can you make a **leadership commitment** to help make this happen?”

P.Q. “Can you **take the lead** in order to make this happen???”

or

“Are you in a position to **take the lead** on this Campaign?”

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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.**

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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?”