

The Five “trigger” questions your prospects ask before making their decisions.

By Tom “Big Al” Schreiter



Ask a friend, “How do you make your decisions? Are they emotional? The number of reasons why versus the number of reasons why not? Some sort of hormonal thing? Little voices talking in your ear?”

Our friend’s answer? “I don’t know.”

We are in the decision-making business. That’s our job. We must get our prospects to make decisions to buy our products or services, or to join our business. Now, even if our prospects don’t know how they make decisions, *what if we knew?* Will this help us achieve our goals faster? Of course.

Ask yourself, “Do I really know how my prospects make their final decisions?”

If you are like most of us, you don’t know. This isn’t taught in school.

The advances in brain science over the last 20 years make this question easy to answer. Without getting technical, here is a shortcut guide that will help us understand how our prospects make their decisions.

Imagine our prospects had five “trigger” questions. These questions must be in the right order. If we could answer these questions in the right order, our prospects would feel relaxed when making decisions with us.

Here are the five questions our prospects would have.

#1. “Who are you?”

This is their survival program, hard at work. Everyone wants to survive. Now, would our prospects view us differently than a famous movie star? Of course. There would also be a difference if they already respected us, or if we ran over their pet on the way to visit them. Prospects judge harshly.

We can’t change who we are in seconds. This will take time. This is the reason for personal development. As we accumulate better programs and attitudes, we gain respect in our eyes of our prospects. So, there’s no rush for us to change today.

#2. “Can I trust you and believe you?”

This is the biggest question in our prospects’ minds. No matter how good our opportunity or products may be, if our prospects don’t believe us, we are dead. We have a few critical seconds

to establish this trust and belief. Amateurs waste these first few seconds. Professionals? Well, they know exactly how to manage these seconds. If we get this right, the rest of the steps are easy.

#3. “Are you interesting?”

There are thousands of pieces of data competing for our prospects’ attention. We have to rise above these competing inputs. During the

next five seconds, we have to rivet the minds of our prospects. If not, our prospects’ minds will drift away and we will lose.

#4. “Do I want to, or not?”

Brain science has established that our prospects’ final decisions happen in the first few seconds. This is good news for us. If we get our prospect’s final decision within the first 10 or 15 seconds, then our prospect will be on our side

for the rest of our conversation. It seems strange that closing happens before our prospects know anything about our offer. New skills like this will propel us to faster growth.

#5. “Can you give me the details?”

Yes, decisions happen w-a-a-ay before our presentation even begins. We should only give presentations to prospects who have already made the “yes” decision. Amateurs believe the final decision happens **after** the presentation. Professionals know the final decision happens **before** the presentation.

And that is how our prospects make up their minds.

How long will it take us to cover the first four “trigger” questions? Less than 15 seconds.

The final question, “Can you give me the details?”, will vary in time depending on our prospects.

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