

The Art of Perfect Persuasion: The SPIN Selling Question Map

Stage of Discussion	Example Questions
<p>Situation Questions</p> <p><i>Ask only purposeful questions. Use these sparingly</i></p>	<p>Tell me about your role in the enterprise? What are the tasks that you need to complete in your position? Ask for facts about their enterprise Who are your partners? Who are your customers? Try to learn about what is unique about what they/their enterprise has to offer What market changes they see on the horizon? What are they doing now?</p>
<p>Problem Questions</p>	<p>Tell me about the problems you face over in this side of the organization? What are the challenges that are in front of your team? What difficulties arise? What are the dissatisfactions with the current situation? Do you have the kind of collaborations and partnerships across silos that you need? How successful is your team in working in today's interprofessional environment? Does your workforce have the training it needs to meet client demands?</p>
<p>Implied needs</p>	<p>Surface a problem that the other party faces Typically this is a felt, but not urgent recognition of the need</p>
<p>Implication Questions</p> <p><i>This should be the majority of your discussion. Demonstrate your interest in them</i></p>	<p>What are the consequences of the problems you are facing? What are the outcomes of those challenges your team must address? How do these challenges prevent your team from reaching further success? What are your dissatisfactions with the current situation? You say you have problem "X". What effect does that have on your ability to serve clients? Assure quality? To control costs? How does it impact your ability to retain employees? What does turnover do to your bottom line?</p> <p><i>These questions surface systems issues that help discover explicit needs</i></p>
<p>Explicit needs</p>	<p><i>Here they see the deeper implications of the problem and are actively moving toward a solution</i></p> <p>Implied and Explicit needs both point out problems, but only developing explicit needs has been shown to be successful in persuasion</p>
<p>Need Payoff</p>	<p>Ask about the value, usefulness, and utility they perceive in a solution Is it important to you to solve this problem? How so? Why would you find this solution so helpful? What benefits do you see? Is there any other way this could help you? How do you think solution "X" might help you?</p>

*Successful business relationships are based on trust.
 Showing how you can help solve real needs builds trust.*

Your Adaptive Leadership issue: _____

Stage of Discussion	Planning Sheet for Questions
<p>Situation Questions</p> <p><i>Ask only purposeful questions. Use these sparingly</i></p>	
<p>Problem Questions</p>	
<p>Implied needs</p>	<p>What is a problem the other party faces?</p>
<p>Implication Questions</p> <p><i>This should be the majority of your discussion. Demonstrate your interest in them</i></p>	<p><i>These questions surface systems issues that help discover explicit needs</i></p>
<p>Explicit needs</p>	<p>What issues arise that clearly need to be addressed:</p> <p><i>Implied and Explicit needs both point out problems, but only developing explicit needs has been shown to be successful in persuasion</i></p>
<p>Need Payoff</p>	