



Be Yourself, Add Value, Make Sales

The SORT Method

In this exercise you will prepare a set of example questions using the **SORT Method**. These questions will be used to “Qualify” a prospective client. By asking open ended questions, you will be able to sort out who’s a good match for your products and services, and who’s not.

The questions are based around: **Story, Obstacles, Ramifications, and Transformation** questions.

Story - Tell me about the past, present and future goals of your business.

Obstacles - What prevents you from achieving your future story? What are the obstacles that are stopping your “Happily Ever After”?

Ramifications - What are the consequences of these obstacles in your business? How are you negatively impacted when these obstacles occur?

Transformation - If these obstacles were eliminated, how would that transform your business?

Write 5 Questions per Question Type

For each of these four types of questions, brainstorm 5 questions pertinent to your industry that may ask to qualify a prospect.

Story Questions

- 1.
- 2.
- 3.
- 4.
- 5.

Obstacles Questions

- 1.
- 2.
- 3.
- 4.
- 5.

Ramification Questions

- 1.
- 2.
- 3.
- 4.
- 5.

Transformation Questions

- 1.
- 2.
- 3.
- 4.
- 5.

Preparation

Once you've completed the 20 questions, memorize them and use accordingly during the qualification conversation. Ask the questions and then **listen!** Really listen. These are open ended questions, the prospect might be very talkative and say a lot. The more they talk, the more likely they will buy. Take great notes.

Your goal is to see if they are in a state of **ache or agony**. If they are in a state of ache, they are unlikely to take action. No action, no motivation to buy. You will never close them.

You are on the **lookout for people in agony!** If you can immediately provide instant relief, it's highly likely you will win the sale.

If they are in a state of **desire**, it will take longer to close them. Go into the opportunity with expectation the conversation will take long time. Patience!