



STATE OF PLAY

Get Them Talking

How's it going?

Top Line Probing

Tell me more about ...

Identify Priorities

Based on that, what are your top 3 priorities?

Get The Goals

Take the first one... what do you want?

... and if you get that, what will that do for you?

REPEAT BACK WHAT YOU'RE HEARING, USING THEIR WORDS THROUGHOUT