



CAUTION

QUESTIONING PITFALLS

Financial professionals generally run into trouble with their questioning in one or more of these ways.



Presenting too early

Prescribing without a thorough diagnosis.

Asking too few questions

Often missing the critical questions.

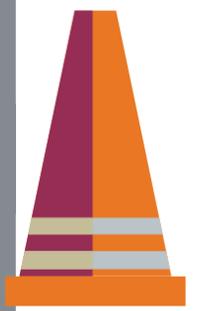


No logical flow

Not following a strategic flow in asking questions; being unorganized.

Skimming the surface

Not asking courageous questions & delving into a prospect's emotions & potentially painful areas.



Asking too late

Asking questions after the sales process has already derailed because of a lack of effective questioning previously.