

Thorough Diagnosis



A thorough diagnosis serves four important functions

1

Uncovers prospect's real pain and desire for gain.

2

Prompts the prospect to also *identify & acknowledge* their pain or desire for gain.

3

Prompts the prospect to want to close the pain-gain gap with a sense of urgency.

4

Collaboratively involves the prospect in the discovery process.

This will...

Reduce tension

Expand the relationship

Further build credibility

Foster trust-building

