



# **Explode! Your Small Business 5 Power Questions To Ask Prospects**

---

# Table Of Contents

## [Introduction](#)

### [The Power Questions](#)

[Question 1: What's the single biggest challenge you're facing right now with \[specific problem your business solves\]?](#)

[Question 2: What made you decide to look for a solution today?](#)

[Question 3: What have you tried so far to fix this problem, and how did that work out?](#)

[Question 4: Imagine a month from now, this problem is completely solved. What does that look like for you?](#)

[Question 5: Based on what we've discussed, what do you see as the most important factor in choosing a professional to help you with this?](#)

# Introduction

By asking the right questions, you can quickly understand a prospect's needs, build trust, and position your business as the perfect solution.

This simple guide gives you the five most powerful questions you can ask **during a consultation, phone call, or initial meeting.**

Use them to get to the root of your prospects' problems and guide them toward a solution they'll be excited to buy.

Use them wisely.

Best wishes,

**Les Blythe**



**email:** [help@lesblythe.com](mailto:help@lesblythe.com)

# The Power Questions

## Question 1: What's the single biggest challenge you're facing right now with [specific problem your business solves]?

This question is your key to immediately identifying their **core pain point**. People don't seek a new service for fun; they're trying to escape a problem. This question gets them to articulate that problem in their own words, which are the very words you should use in your marketing.

- **Why it works:** It forces them to be specific. A real estate agent might ask, "What's the single biggest challenge you're facing right now with selling your home?" A plumber might ask, "What's the single biggest challenge you're facing right now with your plumbing system?"
- **Example Answer (hairstylist client):** "My hair is so dry and brittle. I've tried everything, but nothing seems to help."
- **Your Response:** "That's a very common problem. The good news is, a lot of my clients came to me with that same issue and we've been able to fix it."

## Question 2: What made you decide to look for a solution today?

This question uncovers the **trigger event**—the specific moment that made them stop procrastinating and start looking for help. This is critical for understanding their urgency and motivation.

- **Why it works:** It helps you understand their emotional state and priority level. Did something break? Did a deadline loom? Knowing the trigger allows you to tailor your solution to their immediate need.
- **Example Answer (website owner):** "I just got a huge new contract, and I can't afford to keep wasting time trying to do my own website updates. I need to hire someone now."

- **Your Response:** "That's a great problem to have! It sounds like you need to focus on your clients, not on web design. Let's talk about how we can take that off your plate."

### Question 3: What have you tried so far to fix this problem, and how did that work out?

This question gets to the heart of their **frustrations and objections**. Chances are, they haven't just stumbled upon your business; they've probably tried other solutions that didn't work.

- **Why it works:** Their answer reveals what they're skeptical about. Did they try a cheap DIY fix that failed? Did they hire a different professional who let them down? This helps you avoid their previous mistakes and prove you're different.
- **Example Answer (plumbing client):** "I bought one of those DIY repair kits, but it just made the leak worse. I don't want to mess with it anymore."
- **Your Response:** "I completely understand. A lot of those kits can cause more problems than they solve. That's why we take the time to inspect the root cause of the issue before we start any work."

### Question 4: Imagine a month from now, this problem is completely solved. What does that look like for you?

This question helps your prospect **visualize the positive outcome** and focuses the conversation on the solution, not just the problem. It allows them to articulate their ideal future state.

- **Why it works:** People don't buy a service; they buy the transformation that service provides. Their answer gives you the perfect language to use when explaining your solution's benefits.
- **Example Answer (hairstylist client):** "I would have a beautiful new haircut that is easy to style, so I feel confident when I walk into my meetings every day."

- **Your Response:** "That's exactly what we aim for. Our signature cut is designed to be low-maintenance, so you can spend less time styling and more time feeling confident."

**Question 5: Based on what we've discussed, what do you see as the most important factor in choosing a professional to help you with this?**

This final question is a crucial **qualifier**. It helps you identify their top priority, whether it's price, speed, quality, or something else. This lets you know what to focus on when you present your solution.

- **Why it works:** It hands control of the conversation back to them and prevents you from guessing what matters most. It also helps you determine if they're a good fit for your business.
- **Example Answer (car mechanic client):** "The most important thing for me is finding someone who can get the job done right the first time so I don't have to worry about it anymore."
- **Your Response:** "That's something our business is built on. We pride ourselves on providing reliable, high-quality service so you can have total peace of mind."

There you go - use these powerful questions wisely!