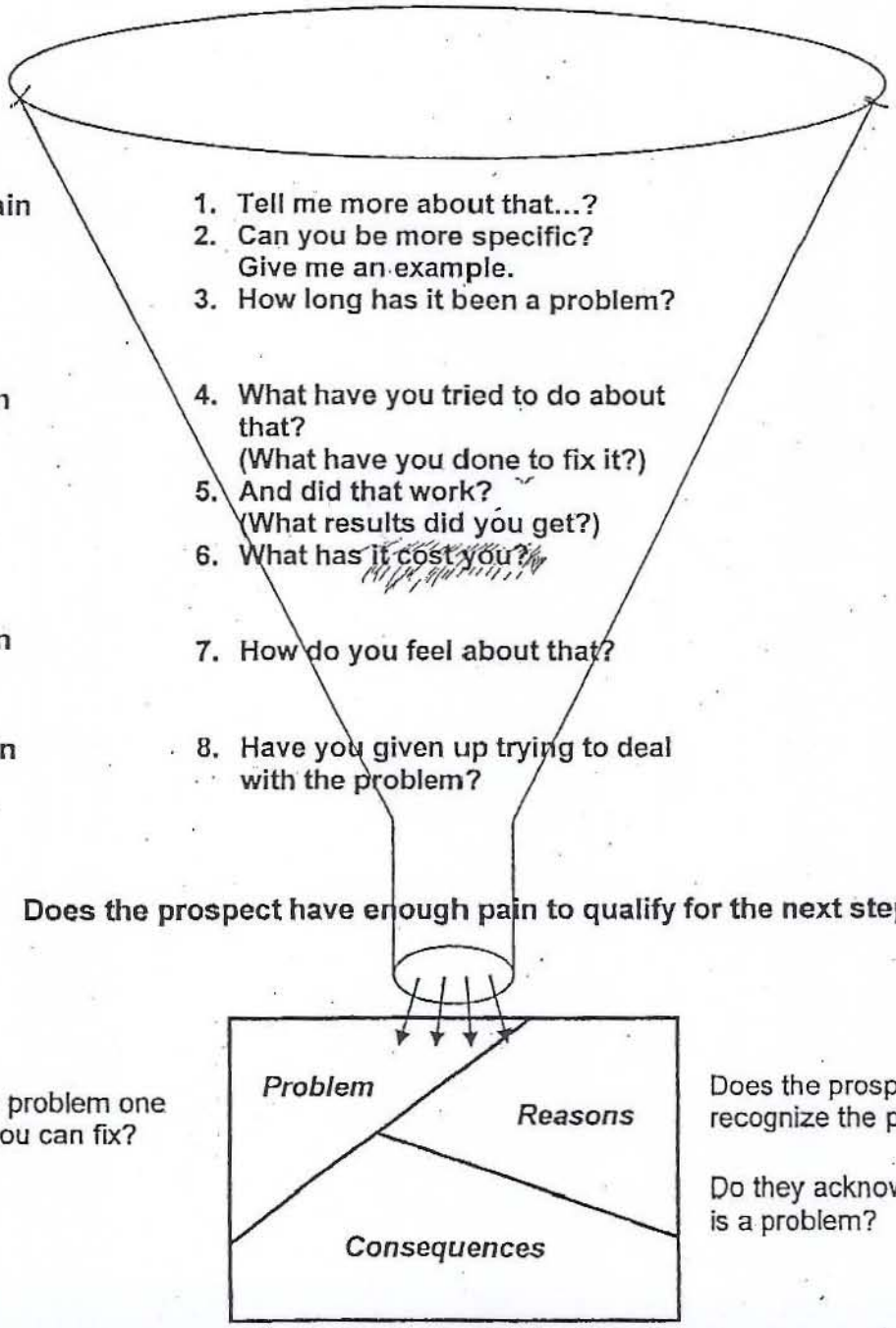
Sandler
Sales Institute

2. Pain Funnel and Pain Puzzle

Eight Questions



Level 1 Pain

1. Tell me more about that...?
2. Can you be more specific?
   Give me an example.
3. How long has it been a problem?

Level 2 Pain

4. What have you tried to do about that?
   (What have you done to fix it?)
5. And did that work?
   (What results did you get?)
6. What has it cost you?

Level 3 Pain

7. How do you feel about that?

Level 4 Pain

8. Have you given up trying to deal with the problem?

Does the prospect have enough pain to qualify for the next step?

Is the problem one that you can fix?

Does the prospect recognize the problem?

Do they acknowledge it is a problem?

Are they committed to fixing it?
Are they willing to do something about it now?

what's the biggest concern now