

## Question Types and Examples

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### **CURRENT POSITION**

- What are you doing today in this area?
- How do you currently...?
- How many people?
- How much do you pay for...?

### **PROBLEM**

- What keeps you from accomplishing your goal?
- What is the biggest problem you would like to eliminate today if you could?
- What problem do you see with your current situation that you would like to change?

### **VALUE**

- What would it be worth to you to...?
- How much does it cost to...?

### **IMPACT**

- What will it cost if you don't change...?
- What is the cost of doing nothing?
- How will this impact your ...?
- How would this affect your people and productivity?

### **LEADING**

- So, you are saying that you feel you need to make a change?
- Let me make sure I understand, you aren't sure if you are covered properly in this area?
- You haven't had a risk review in over 5 years and you are not sure if all your risks are addressed in your current program?
- You are saying that your Cobra administration has not been audited to determine if it is compliant?

### **CHALLENGING CHANGE**

- Would you be willing to make a change with your current agent if we were able to ...?
- Could you see yourself firing your current agent?
- What would it take for you to replace the current relationship with your agent?
- How do you see your company implementing this change in proactive risk management?

### **PERSONAL OBJECTIVES**

- How do you or others measure your performance?
- How do you get a bonus?
- What are your personal objectives?