Question Tree Check-off List

1. Initial Touch - Use every time you start a new conversation unless you are starting the conversation from a comment made on a post.

2. Ask permission to ask them questions

    a. Do you have a quick min to ask you about the product you purchased?

    b. Can I ask you little bit about why you said (comment)?

3. Branches (**cover** 3-5 areas)

    a.

    b.

    c.

    d.

    e.

4. Used twig questions to dig deep and understand needs

    a. Frequency of use

    b. Importance/how it will feel

    c. Color

    d. What is and isn't working

5. Ask permission to share a few ideas

6. Repeat back needs and offer product suggestion

    a. "Because you said you like, ... you might enjoy product suggestion."

    b. "Because you said you need ... a good fit might be product suggestion."

    c. "Because you said a challenge you have is ... a great solution is product suggestion."

7. Ask "Which of these will be a good fit?" Or "Which would be of the most use to you?"

8. Optional close

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1. Initial Touch - I used...

2. Ask permission to ask them questions

    Yes/No

3. Branches (**the branches I covered were**)

    a.

    b.

    c.

    d.

    e.

4. Used twig questions (the needs found)

    a.

    b.

    c.

    d.

5. Ask permission to share a few ideas

    Yes/No

6. Needs/Product match & product suggested

    a.

    b.

    c.

7. Which did they say would be a good fit for them?

    a.

    b.

    c.

8. Which option did they choose?