

# Find Your Great Fit Clients— No Interrogation Required



**TRIVERS CONSULTING GROUP**  
▼ Pricing Strategists

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The latest (2022) [data](#) shows that 50% of prospects are not a great fit for your firm.

## How do you discover the 50% who are likely to be a great fit?

You ask the best questions. Don't interrogate!

Exchange information.

I recommend the **"Get to Know You" Call**

1. It's a two way exchange of information.
2. You're clear that 'fit' has to work both ways.

Set aside 30 minutes with no distractions.

## The Six Questions

### #1. What's your favorite thing about your company?

Everyone loves to talk about what makes them happy, what they're proud of. It's a great ice breaker. Write the answer down because you will want to refer to it later.

### #2. Is there something going on/on your mind that made you think we should talk?

I never want to assume there's a problem, or pain point, or something keeping them up at night. Owners and Executives are often thinking way ahead and this question gives them a chance to talk about that. This is not about goals, it's about imagination, creativity, growth in a broad sense. Write it down carefully!

### #3. Now it's their turn. Ask "What would you like to know about our company?"

You're inviting them to tell you what specifically is of interest. Tell them what they want to know and then stop.

### #4. Return to them. "Going back to what made you think about calling me, could you tell me, is this (idea, thought, plan, concern) something that just annoys or inconveniences you, or is it on your critical path?"

This is the key to identifying great fit clients. Use the Issue Chart to guide you..

If their reason for calling is on the critical path, they'll tell you now, because you've been talking, not interrogating. If it's an annoyance or inconvenience, they'll be receptive to offers that reflect that.

### #5. Follow up with this question: "Let's say you have a continuum from 1 to 10. If you get it (resolved, implemented, started, or eliminated) where would you place that? Is it a

huge difference, something like an 8, 9, or 10? Or a small difference, like a 2, 3, or 4? Or maybe somewhere in the middle, 5-7?"

Do not rush them to answer, and when they answer say, "tell me more."

The more you learn from them, in their own words, the better positioned you are to make an offer they will accept. Repeat back to them what you heard to confirm you have it right and to let them know you have really listened.

## **#6. What about money?** I like to phrase the question this way: "**Do you have money to pay for this?**"

This question is much better than asking "Is there's a *budget* for this?"

Often there is not because of the common habit of building the current year's budget on the past year's budget. No need last year, no budget this year.

Or it's possible that the idea and desire came up after this year's budget was made.

Or the prospect's firm does not have any document called a budget.

However, money is often available as cash in the bank, a line of credit or credit cards, or in an unrelated area.

You don't care where the money is, you only care that there is money.

You must know at this point if they really intend to consider your offers or not. Do not shrug this off "till later."

If they say they're not sure they can find the money, you have to ask directly "What is your preferred next step?"

Do NOT agree to send them a proposal because if they have no money, they are highly unlikely to buy. You can say that you only send proposals when a client has funding.

If they say they will find the money, you need to ask a few more questions:

How much? When? How likely?

Are there other people who will have to agree?

Agree on a deadline for finding the money, maybe two weeks later.

That becomes your next agreed upon contact. If there is funding, you'll want to schedule a next call or zoom meeting to focus on the details of the potential project so your offer can be customized just for them.

### **Take a break**

It's important to stop the "getting to know you call" now because you've covered enough for now. If you're afraid you'll lose them if there's a delay, then they're probably not a true good fit client. If they're eager to get started, set up the next meeting for the next day or two.

### **Only six questions?**

Just for fun I read several articles about discovery calls. One offered 28 questions to ask, and another one has a sheet with 101 questions to ask in discovery!

These six questions make it easy to get to know a prospective client. They can be covered in a relaxed 30 minute conversation. The answers will provide the meat of your IMPACT Based Pricing 3-2-1 Offer.

**Want a ‘getting to know you conversation” with me?  
Simply text GETTING to 703-801-0345.**