

## **Thank You!**

I want to thank you again for subscribing to my blog! Below you will find the two ***Disturbing Questions*** I promised you. There are actually 13 ***Disturbing Questions*** I have developed over the years. Keep an eye on your email inbox for an exciting announcement regarding the other 11.

## **What to Expect as a Subscriber.**

I have recently revamped my publishing strategy to the following schedule: You will hear from me 3 times per week. As a subscriber, every Monday and Wednesday you will get my latest blog article delivered straight to your email inbox. On Fridays you will receive the link to my latest podcast and the show notes. This way you can read the articles and listen to the podcast at your leisure without having to remember to go on to <http://successisvoluntary.com> and looking for them there.

## **Y'All Come Back Now.....Frequently!!!**

Speaking of the website, you definitely will still want to visit <http://successisvoluntary.com> at least once a week. I do update it at daily (at least) with quotes, links, books I'm reading, inspirational videos I have found, industry news,

etc. I don't push this content out to you because I don't want to wear out my welcome! The only things you will get in your inbox are the two blog articles, the podcast, and an occasional exciting announcement. I also won't sell, rent, lend, or share your email address with anyone!

Thanks again for hanging out with me! I hope you find these questions to be of great value!

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# Two Disturbing Questions

## The Format

I have used a standard format for each one of these ***Disturbing Questions***. Here are the categories.

- **The Question's Nick-Name:-** I do this to help you remember the premise of the question. Once you have the ***Disturbing Questions*** memorized, you can just write the question's nickname on the legal pad that you use during your presentation to take notes.
- **The Set Up:-** I have given you one or two different scenarios for each ***Disturbing Question***. You undoubtedly will discover many other uses for each question, but this should get you started.
- **The Delivery:-** In addition to the ***Disturbing Question*** I have given you the exact verbiage to use around the question. Often what you say before you ask the question is more important than the question itself.
- **Their Answer:-** The Decision Maker doesn't always read off my script....sorry! But I promise that you will be pleasantly surprised how often their response mirrors what I have written here.

- **Why It Works:-** If you are going to have the confidence to challenge the business owner enough to get them out of their comfort zone (perhaps even get mad at you) you must have complete confidence that there is a method to my madness. (There is. I promise.) You can rest assured that both of these questions have been proven to work. They work regardless of Industry. They work regardless of geography. They work regardless of culture. In fact the only way they won't work is if you don't ask them!

Enough hype and explanation, let's get after it!

# Disturbing Question For Business Owners

**The “Pretend I’m your favorite employee” question.**

**The set up:-** I recommend you use this question after the Decision Maker has agreed that their employees are their most important asset. I would highly recommend that you get the Decision Maker to say that on their own by simply asking, “What is the most valuable asset of your company?”

**The Delivery:-** “I agree that your employees are your most valuable asset. In fact they are for any company. Let me ask you to do this for me. I want you to pretend that I was your favorite employee of all time! In fact we have been friends since grade school. Let’s say I was the first one you hired when you opened this shop. You consider me to be almost a partner, not just an employee. I’m in charge when you’re on vacation. I take deposits to the bank. I write checks up to a certain amount. You really trust and appreciate me. In fact when you have difficult decisions to make, you always run them by me first. On top of all that, our personal friendship has continued to

grow. We have (name his favorite sports team if you know it) season tickets together. Our families go camping together on weekends. We are tight! Now let's imagine that something tragic happens. Let's say it's something where I would have to take off work for an extended period of time. Perhaps I had to take off for 6 months, 9 months, or a year or longer, to take care of an injured child or a sick spouse. How long are you prepared to continue to pay me?

**Their Answer:-** Not very long.

**Twisting the Knife (better known as follow up questions.):** - So your employees aren't delusional right? They understand that if they aren't working that their not going to get paid? So I assume then that they've all set aside a year's worth of salary in case something bad happens?

**Why This Works:-** Every small business owner has someone just like the person you just described on their staff. We just made them imagine telling their favorite employee that they couldn't help them. This elicits a very powerful emotional response.

# Disturbing Question For Individuals

**The “What do you want me to tell them?” question.**

**The Setup:-** You are sitting down with someone who has agreed to get a quote for life insurance.

**The Delivery:-** “I want you to imagine that you were in a serious car accident last night and unfortunately you didn’t make it. Your widow and children are due in my office 20 minutes from now. When they ask me what you and I did to protect them, what do you want me to say?”

**Their Answer:-** “That financially at least, everything is going to be o.k.” (By the way, the minute they say something resembling that, they bought! All that’s left is negotiating what “Everything is going to be o.k.” means.)

**Twisting the Knife (better known as follow up questions.):**- “Let’s take a look at your family’s financial needs. How much is your mortgage? How many of your kids will go to college? What other financial obligations do you want to make sure your wife don’t have to deal with?”

**Why this works:-** Everyone knows they need life insurance. Yet 50% of Americans don’t have a single

penny's worth of coverage. Of those that do have life insurance, 80% of them only have what is given to them at work. (Typically \$10,000-\$50,000 in coverage.)

## Thank You Again!

I hope you enjoyed these two questions. If you ask them, I promise your closing ratio will skyrocket! Remember to keep an eye out for the exciting announcement regarding the other 11 ***Disturbing Questions***.

I look forward to serving you anyway I can. If you have a way that I can help, please don't hesitate to email me at [tim@SuccessIsVoluntary.com](mailto:tim@SuccessIsVoluntary.com) I am a real person that really answers 100% of his own emails.

See you in your inbox and on the blog!

Tim

p.s. Feel free to pass this resource on to anyone you wish. In fact, I'd greatly appreciate it if you did!!!