

MANDACT

Think of questions and phrases that will enable you clearly assess whether there is good business to be had or not. Make the questions

- Precise (require data as well as opinion)
- Polite
- Non confrontational
- Relevant
- Un-ambiguous (the client is not confused by question)

Remember: You want truthful answers about the real situation, not just personal hopes, fears and assessments.

M oney:	
A uthority:	
N eed:	
D ecision Criteria:	
A bility:	
C ompetition:	
T imescales:	