

Carew International



1. **Overview Questions** — (used after Positive Contact to gain a broad overview of the customer.):
2. **Focusing Questions** — (used to establish goals with respect to company products and services.):
3. **Realization Questions** — (used to establish where the customer is with respect to their goals.):

4. **Transition Questions / Statements** — (used to transition to the Presentation Process and gain insight.):
5. **Insight Questions** — (used if you already have some possibility in mind or if you're receiving signals that the customer is open to brainstorming.):