



3 Best Questions You Need to be Able to Answer About Your Customers

1. What are they resisting?

- Adaptation to change in behavior.
- How will your offering make them more successful in the new way?

2. What are they judging?

- Negative disconnect.
- Prior “lens” influencing current view.
- How are prior experiences influencing current expectations?

3. What are they attached to?

- Still have a specific need and/or want;
- What do they still want (from the old way; their old habits; yesterday’s experience) that you can offer them to ease their transition pain?