

Sandler Pain Funnel



Sandler Pain Funnel Questions

1. Tell me more about that...
2. Can you be more specific? Give me an example.
3. How long has that been a problem?
4. What have you tried to do about that?
5. Did what you try work?
6. How much do you think that has cost you?
7. And how do you feel about how much that has cost you?
8. What kind of trouble does that cause you?
9. Have you given up trying to deal with the problem?
10. Why is this a problem for you?
11. How serious would you say the problem is right now, today?
12. What's the real, real, real problem?
13. Have you ever considered giving up on solving this issue? Why or why not?
14. If the situation didn't improve, or even got worse, how concerned do you imagine you or your business would be?
15. I don't suppose you could give me an example of when this was a problem, could you?
16. What do others in your business or department say about this issue?
17. What surprises or upsets you most about this problem?
18. Would it be fair to say that this issue is challenging to measure objectively?
19. Is this problem impacting your personal life? If so, how?
20. How are you feeling about this problem and how it's impacting you?