

## Trilogy Question Guide

1. What three things do you want to accomplish at this meeting today?
  - People are seeking someone who will listen to learn about them and relate to what they want.
  
2. What three things do you want to accomplish so that you can leave a legacy with the purchase of our products and services?
  - Engage their passions.
  
3. What are the three things or issues you are concerned about with your purchase and investment that could keep you up at night?
  - Seek and find areas of concern.
  
4. What three things do you wish were different in your current provider/vendor relationship?
  - Seek doorways of opportunity.
  
5. If there were three outcomes you hope to achieve through my relationship with you, what would they be?
  - Use outcomes, versus things, in this question to determine what they value – it elevates the answer.

6. If there were three things you wish you could spend time doing now, what would they be?

- Discover passions and purposes.

7. What three activities do you want to engage in when you sell your business (or retire)?

- Discover dreams and goals.

8. What are three things you would like to do for your family to ensure their security for the future?

- It probes their priorities.

9. What are three issues that you are concerned with right now that we haven't discussed?

- This creates a safe place to discuss fears, uncertainties and doubts.