

# 7 DAY PRODUCT CHALLENGE

## DAY #2: THE ASSESSMENT FORM

You MUST put an assessment process in place to clearly identify any tire kickers or time wasters.

**Q1.** Do you have an assessment process in place now? Yes/No

**Q2.** How many questions do you ask? \_\_\_\_\_

**Q3.** What closed questions do you ask e.g. *name, email address, telephone number*. Do you gather more information about your prospects before they go onto the next step e.g. *the size of the business in terms of turnover, number of employees?*

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**Q4.** You need to get an insight to how your prospects **feel** about your business, so ask some open-ended questions e.g. *why did you choose me as a business coach? What are you looking to get out of coaching?*

What would your open-ended questions be?

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