Exploratory Process (Gap)





Sample Questions:	
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.):