

## Accelerate Your Growth Using The Iceberg Analogy

Your potential clients are like an iceberg. What do we mean?

An iceberg is 20% above water and 80% below water. Below the waterline is where you'll discover your customers' strengths, opportunities and frustrations. To get below the waterline, you'll need to enhance one key skill – asking better questions. In this interactive presentation, you will have learned how questions will help you to increase your growth. Deepen relationships. Differentiate you in the marketplace. And significantly accelerate your growth.

### The Power of Questions

- Allow you to enter into the mind of your prospect
- Help you understand their situation
- Uncover their issues
- Understand their challenges
- Learn about their uncaptured opportunities
- Help you gain rapport
- Cause them to think in new ways
- Differentiate you and your company



### Do you ask enough questions?



### Presentation Take Aways:

- Before you meet with any new client, prepare written questions
- Follow the 'S.O.F' Formula
- Visualize The Iceberg
- Embrace the phrase – 'There's more power in the questions you ask than in the information you give'

Thank you for attending the Biz Fair.

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