



Entrepreneurship: How to Start a Business *in 90 Days*

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Questioning Framework: B.I.K.E

This questioning framework is used to get the prospect talking and analysing their needs.

Background

Start by asking background questions about what they are doing. This will give you an indication of where value is missing.

“So why are you searching for this product”

Issue

Once you found or have asked them which problem they are having, focus all your questioning on this particular issue and get a deeper understanding of the need.

“How often do you have this problem? How much did it cost you last time”

Knock on effect

Start to turn that need into a serious want! Create more desire for them to solve the problem by assessing what the knock on effects would be if they didn't attempt to fix the problem. (Do not introduce your product or service yet!)

“If you ignored this problem, what could go wrong?”

End

Finally give them hope that the issue can be solved with your product or service, and introduce how. Do not ramble on about all of the features and benefits you can provide. Only highlight the features and benefits relevant to the prospects issue.

“Would you like to see a new product designed to solve the same problem?”