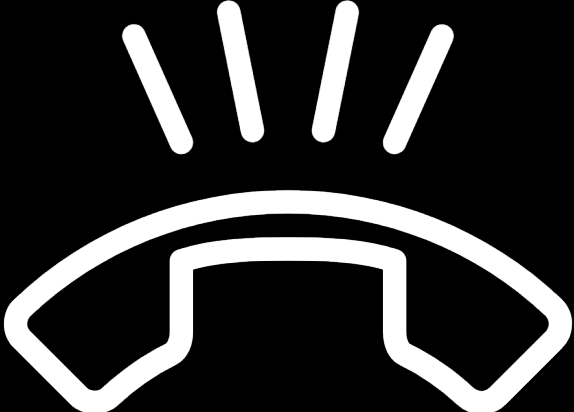


# The Sales Help Desk

With Josh Braun





Thanks for calling the help desk for salespeople. This is Josh. How can I assist you?

This is Max. My prospect is asking for references and since we're a startup we don't have any. How can I convince them to buy?

**Convince them to buy?**

**Yes, I want to close them. But they  
want a reference first.**

How do you know references are the only thing holding them back?

**That's what they asked for.**



Have you ever faked not feeling well  
to get out of something?

I have.

**You're not alone. 47% of us have  
faked excuses to get out of plans.  
Why didn't you tell the truth?**

**I didn't want to hurt my friend's  
feelings.**

**It's the same with prospects. They don't want to hurt your feelings either.**

**So what should I do?**

**Discover the truth behind the ask.**

How?



**Ask a fast forward question.**

**A fast forward question?**

Imagine you pressed a fast forward button. Your prospect had a positive conversation with references. What happens next? Are they ready to buy? Or do they have other concerns?

**Ah, I see. Fast forward questions let  
you identify the real issues.**

**That's right. When you ask a fast forward question you get to more truth. You hear all the issues holding someone back. Focusing on references might not be the real issue.**

Can you give me an example? How would you ask a fast forward question?

**Sure. You can say something like this,  
“Typically when people ask for  
references they’re ready to move  
forward. Is that the case here or do you  
have other concerns?”**

**I owe you big time.**



**My pleasure. Thanks for calling today.**