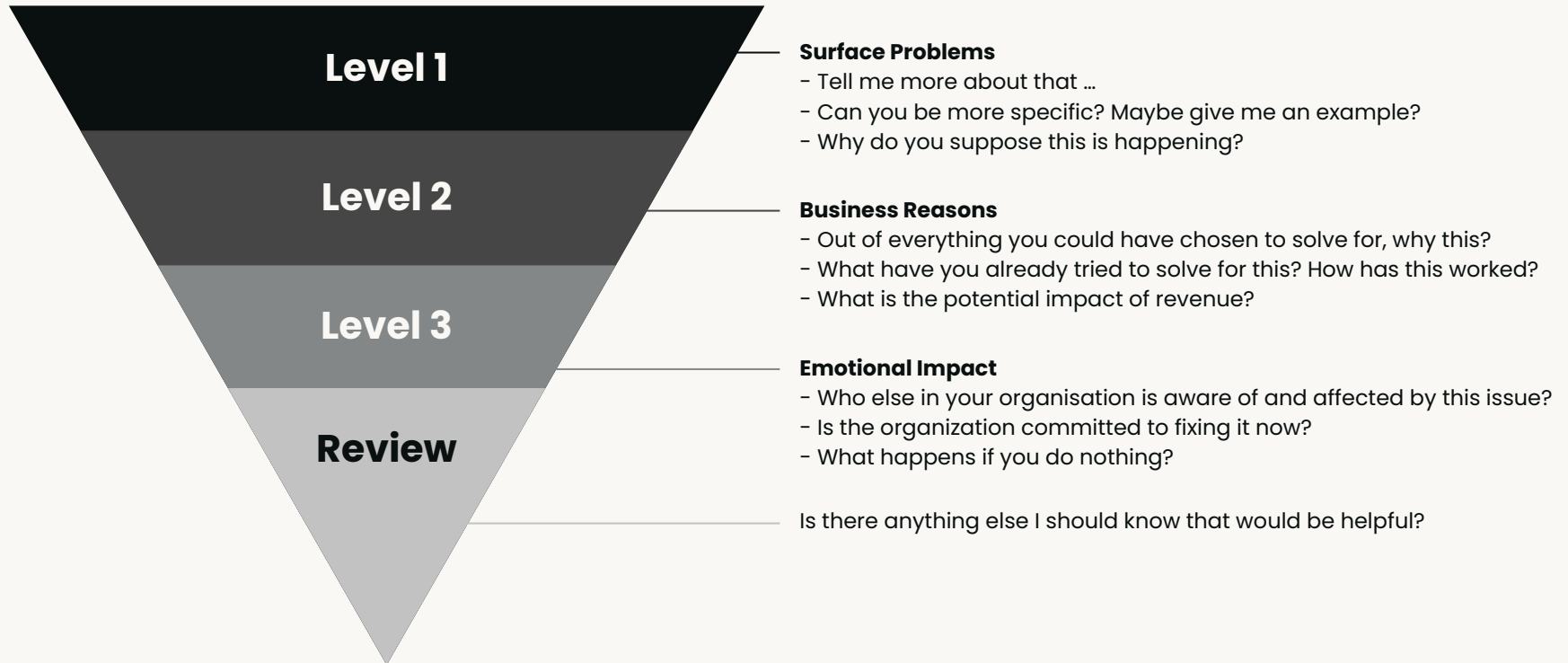
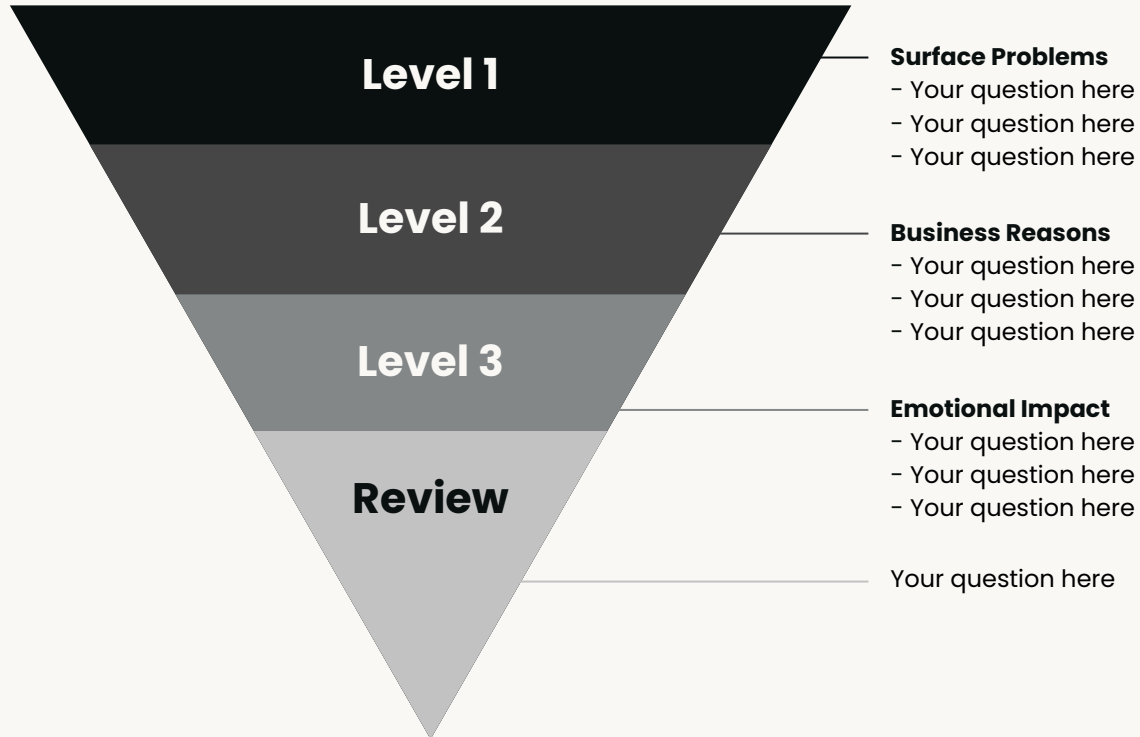


Sandler pain funnel



Sandler pain funnel



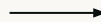
Sandler Pain Funnel Questions

What is your goal for [Operational area] this [Year/Quarter/Month]?



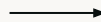
Why do you suppose this is happening?

How are you currently tracking against [Business goal]?



How long has that been a problem?

What are you focused on as a business right now?



What have you already tried to solve for this? How has that worked?

Sandler Pain Funnel Questions

What were you hoping to accomplish during today's call?



How does solving [Problem] bring you closer to [Strategic objective]?

Can you walk me through [Operational area] process from [first step] to [business outcome]



How much do you think this has cost you?

Can you be more specific? Maybe give me an example.



Who else in your organization is aware of and affected by this issue?