

Jay Abraham Presents:

How to Get the Most Out of Asking Critical Business Questions

*The Art And Science Of Asking Great Business Questions
That Focus On The Real Driving Causes, Not The Perceived Effects*

It's no secret that Jay has probably asked and answered more questions about people's businesses (privately and in the public arena), than arguably anyone on the planet.

That said, he's discovered ways he can get YOU - - the "question asker" - - the best possible outcome, while at the same time maximizing the experience for everyone else in attendance.

***Please read through to the last page for important reminders before the session begins!**

Here is the best, most efficient, and most consistent formula you can use when posing your question to Jay during the live session:

1. My industry is _____.
2. Our clients are _____.
3. We sell them _____.
4. We market by _____.
5. My biggest issue/untapped opportunity is _____.

That's it! Pretty simple and straightforward. Jay may at times ask additional questions for clarification if he feels it's necessary.

To ask the best question possible using the format above, you'll first want to explore some of Jay's foundational concepts, and principles below that will get your mind fully in gear and primed for this opportunity.

So, let's start (as Steven Covey says), *"With the end in mind."*

When entrepreneurs try to solve business problems, Jay often finds that they get stuck focusing too much on the symptom, rather than on the cause.

When you're given the chance to pose a **major** cooperative question, problem, issue, challenge, or untapped/undermined opportunity to someone with the experience to help you solve it – you first need to know the **why** as Simon Sinek says (See his TedTalk).

You need to ask yourself the following questions:

“Why is *this* issue a problem?”

“Why do I want or need to fix it, eliminate it, or improve it?”

“Why will it matter if I do or don't fix it?”

“Is this really the most relevant problem, issue, or challenge?”

“Am I really choosing the biggest, best, most impactful? Or am I merely “trolling” the outer periphery of high-impact/high-results thinking?”

For Jay to help you and your business gain THE absolute most performance enhancement, or competitive advantage gaining answers – you must first do your part.

- Think **deeply** about your current marketing, strategy, resource allocation, selling approach, and business model.
- Question your current belief system and ideology.
- And see if you actually know how different revenue actions, activities, processes, people, sources, products, media, and propositions are performing.

Do you ever examine the variation in your business activities? Meaning, do you know how to recognize and quantify the different performance levels or results from different marketing/sales approaches, different media, different sales people, different ads, different environments, different offers, or different distribution channels?

Consider this quote from Socrates:

“A life unexamined is a life not worth living.”

Then think about how Socrates quote correlates to your business...

See, I believe:

“A business that's not continuously examined and re-examined – from both tangible (and intangible) performance factors, is a business not worth owning.”

Now, take a moment to review the following strategic business building disciplines to start your mind turning on what I call, “deep, concentrated, critical/strategic thinking”.

Are you focused on these strategic disciplines?

9 Drivers

1. Marketing
2. Strategy
3. Capital
4. Business Model
5. Relationships
6. Distribution Channels
7. Products and Services
8. Process, Procedures and Systems
9. Ideology

9 Sticking Points

1. Are you stuck losing to the competition?
2. Are you stuck not selling enough?
3. Are you stuck with erratic business volume?
4. Are you stuck failing to strategize?
5. Are you stuck with costs eating up all of your profits?
6. Are you stuck doing what's not working?
7. Are you stuck marginalized by the marketplace?
8. Are you stuck with mediocre marketing?
9. Are you stuck saying "I can do it all myself?"

12 Strategic Pillars

1. Continuously identifying and discovering hidden assets in your business.
2. Mining cash windfalls each and every month out of your business.
3. Engineering success into every action you take or decision you make.
4. Building your business on a foundation of multiple profit sources instead of depending on a single revenue source.
5. Being different, special unique and advantageous in the eyes of your customers.
6. Creating real value for your customers and employees for maximum loyalty and results.
7. Gaining maximum personal leverage from every action, investment, or commitment you make.
8. Networking/masterminding/brainstorming with like-minded, success-driven people who share real life experiences with you.
9. Turning yourself into an idea generator and recognized innovator within your industry or market.
10. Making "growth-thinking" a natural part of your everyday business philosophy.
11. Reversing the risk for both you and your customers in everything you do (so the downside is almost zero, and the upside potential nearly infinite).
12. Using small, safe tests to eliminate dangerous risks and adopting funnel vision instead of tunnel vision in your thinking.

Next, think about how the following questions might apply to your business.

1. This is how I would describe my market:
2. My current forms of selling are:
3. Scope of sales is (i.e. local, regional, national, international):
4. Average unit of sale:
5. Primary source of prospects/clients:
6. Current marketing activities:
7. Advertising expenses:
8. How I advertise:
9. Discounts/packages/special pricing we offer:
10. My risk reversal:

11. Unique Selling Proposition (and how it differentiates me from my competition):

12. Company infrastructure (size of staff broken down by department):

13. How much more sales/business I could handle with my current team/staff:

14. How many active buyers I have:

15. How many unsold prospects I have:

16. How many inactive past buyers I have:

17. Top sales/competitive problem I want to overcome:

18. My biggest challenge/where I think I need a breakthrough the most:

19. Current sales status (up/down/flat):

20. Gross yearly revenues for the last 3-5 years (broken down by year):

21. Average profit margins:

22. Revenue goals for the next 3-5 years (broken down by year):

23. Additional ideas sparked by reviewing this questionnaire:

Tying Everything Together to Pose YOUR Biggest Question

Answering these questions should have by now opened up new vistas in your mind, stretched your perception of what's possible, and animated your sense of all that can be heightened in your business.

My goal is to elevate your vision and focus to see where the biggest performance, results, and revenue enhancement opportunities may lie hidden right under your nose.

Problems, issues, and challenges are almost always massive opportunities in clever disguise, that merely wait to be perceived properly, re-interpreted and harvested from a different angle or mental paradigm.

Now that you've spent a good amount of time and effort, it's time to write down the biggest challenge, competitive issue, untapped growth opportunity, or aspiration to pose during the live Q&A session in the box below. (Also, remember to ask yourself WHY you feel that this issue/opportunity is so important before posing it to Jay).

Two final but IMPORTANT reminders for the live Q&A session:

1. There is nobody in the room who can possibly be performing at an absolute, optimal, and perfect level in every category of their revenue, their product/service marketing and their sales arenas. Meaning, you absolutely **DO** have one or more big challenges, issues, competitive threats, or big opportunities you can't possibly be maximizing. Jay suggests you do this exercise to stretch yourself to ask new questions you may not have ever asked yourself before - - even if you don't think you need to.
2. The clarity, completeness, and conciseness of your question will determine how quickly, meaningfully, and actionably it is answered. If you're obscure, abstract, or unclear about your outcome or omit key elements or factors, Jay may need to ask you a myriad of clarifying questions to gain the 360-degree perspective he needs. If it takes too long to gain the clarity and context he requires, Jay may have to move on to the next question out of respect for the rest of the audience members. So please prepare as best as you can to pose your question as clearly as possible, but be prepared to give Jay *the who, the what, the why, the how, the when*, and other important factors quickly if he asks.

The Bottom Line:

Come prepared by first thinking deeply about where you think your business may be stuck, and ask your question as clearly as possible. And remember, you can be successfully stuck, and not even know it.

"To Grow Or Not To Grow, That IS The Question."

- Jay Abraham