

Chapter 7 - Great Questions!: CATAPULT Questions

Asking great questions may be as simple as giving a boost to your already good questions. The use of certain words and phrases to dramatically increase the power of your questions is the purpose of this program.

I've developed a mnemonic device containing the words and phrases you can use to build powerful questions and boost your good questions.

The device is the word **CATAPULT**. Each letter represents a specific kind of question.

C = Change

A = After

T = Threshold

A = Always and Never

P = Process

U = Under What Conditions

L = Learn and Teach

T = Time bound

Please understand there is no magic in the word 'catapult.' **It is only a memory device.**



Try it out! Jot down some CATAPULT questions you need to get answers to in an upcoming prospect meeting.