

VMS + SQUARE

LEAD GENERATOR DIAGNOSTIC QUESTIONS

(Light Touch | 1–2 Questions Max | Book the Call)

HOW TO USE THIS (NON-NEGOTIABLE)

- Ask **ONLY 1–2 questions per call**
- Do **NOT stack questions**
- Do **NOT solve the problem**
- Do **NOT explain systems**
- Your job = **create curiosity → book**

If they start explaining → you stop asking and move to booking.

CATEGORY 1: QUICK SCHEDULE CHECK (DEFAULT GO-TO)

Use this on most calls.

Pick ONE:

- “Do you ever get gaps in your schedule?”
- “How far out are you usually booked?”
- “Does your schedule run pretty smooth or is it a little up and down?”

Why this works:

Easy to answer. Low resistance. Opens the door.

CATEGORY 2: CANCELLATIONS / NO-SHOWS (EMOTIONAL TRIGGER)

Use if they sound busy or established.

Pick ONE:

- “Do you deal with many last-minute cancellations?”
- “How do you usually handle no-shows?”

- “Do cancellations ever leave you with dead time?”

Why this works:

They *feel* this problem instantly.

CATEGORY 3: BOOKING PROCESS (LIGHT FRICTION)

Use if you want a softer angle.

Pick ONE:

- “How are most people booking with you right now?”
- “Is it mostly online or phone?”
- “Do you ever miss calls when things get busy?”

Why this works:

Exposes inefficiency without pressure.

CATEGORY 4: BUSY TIME FLOW (SIMPLE + RELATABLE)

Use if they mention being busy.

Pick ONE:

- “What does your busiest time of day usually look like?”
- “When it gets busy, does everything flow or get a little hectic?”
- “Do things ever back up during peak times?”

Why this works:

Everyone relates to chaos moments.

CATEGORY 5: LIGHT SYSTEM CHECK (ONLY IF NEEDED)

Use sparingly.

Pick ONE:

- “What are you using right now for scheduling?”
- “Has that worked pretty well so far?”

- “Anything you wish it did a little better?”

Why this works:

Keeps it neutral. No attack.

WHAT TO DO AFTER THEY ANSWER

This is where most reps mess up.

Say ONE of these:

- “Got it, that makes sense.”
- “Yeah, we hear that a lot.”
- “That’s actually exactly what we look at.”

Then move immediately to booking.

MICRO-FLOW (WHAT A CLEAN CALL SOUNDS LIKE)

Rep:

“Do you ever get gaps in your schedule?”

Prospect:

“Yeah, sometimes in the afternoons.”

Rep:

“Got it, that makes sense.

That’s actually exactly what we look at.

I can have one of our guys take a quick look with you, takes about 10 minutes.

Would later this week or early next week be easier?”

Done.

WHEN TO ASK A SECOND QUESTION

Only if:

- They give a short answer

- No clear problem yet

Example:

“Do you ever get gaps in your schedule?”

→ “Not really”

Follow-up:

“Got it. How far out are you usually booked?”

Then stop.

WHEN TO STOP ASKING QUESTIONS

The moment they:

- Mention a problem
- Show frustration
- Sound even slightly unsure

→ Move to booking immediately

RED FLAGS (STOP AND RESET IF THIS HAPPENS)

If a rep:

- Asks 3+ questions
- Starts explaining solutions
- Talks more than the prospect
- Sounds like they’re “digging”

They’ve gone too far.

Reset to:

“Got it... that’s exactly what we look at... let’s take a quick look...”

THE ROLE IN ONE LINE

Ask just enough to expose a crack... then book the call.

THE REAL GOAL

You are NOT trying to understand their business fully.

You are helping them realize:

“There might be something here worth taking a look at.”

That’s it.