

THE **PETRIE METHOD**TM
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MEETING QUESTIONS

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*‘Selling is simply finding
out what people want...
and giving it to them’*



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MODULE 5 - MEETING QUESTIONS

Problems happen due to...

- stalls and delays
- unrealistic price expectations
- not collecting all relevant information
- doing all the work to provide a quote then you never hear from the prospect

If any of these problems happen it is possibly because you did not qualify them enough. There are questions to help you to gather a design brief and then there are the other' questions...

12 Step Meeting Checklist

- 1) Make sure all decision makers are present
- 2) Set the scene. Why are we having the meeting – the client is wondering.
- 3) Frame the meetings purpose and timeframe.
- 4) Understand the 'now' by asking background questions.
- 5) Understand the client's goals and objectives
- 6) Ask success criteria questions – ask how they would know if they had achieved success with you.
- 7) Ask what it would mean to them to have achieved their objectives
- 8) Ask their current plans to achieve their objectives, to what degree are they already on track?
- 9) Ask about the consequences of not achieving their objectives
- 10) Asking timing questions – when do they want the new results by?
- 11) Tell the client the steps to success – write out a road map with options (so they feel they have a choice)
- 12) Book the next few meetings required to get the project underway.

Other questions (Q)...

DQ decision maker	BQ background	MQ motivation
TQ Timing		PQ problem
CQ consequences	VQ value	SC success criteria

Here are the questions to ask – you don't need to ask them all.

Get Permission first...

- 1) So I can help you best is it ok to ask you a few questions?

DQ (decision makers question)

- 1) Apart from you who else is involved in the decision making process?
- 2) Who are the owners/shareholders in your business?
- 3) Can you sign off on this project without speaking with anyone else?
- 4) Who are the key decision makers of this type of project in your business?

BQ (background questions)

You cannot prescribe without understanding the current situation.

1. What are the key things that make your environment work the way it does?
2. How did you get into this place? What made you buy it (or lease it)?
3. What changes have you made to the property?

4. If you could have your time over what would you do differently?
5. What changes are you expecting in the next 1-5 years?

MQ & PQ (motivational and problem driver questions)

- 1) If money were not an object what changes would you make?
- 2) Paint a picture of what you would be seeing? Feeling? Experiencing?
- 3) Will you still be here in ten years from now what would you like your home look like then?
- 4) What would you like to achieve by us working together?
- 5) What has lead us to having this meeting, what do you want to achieve?
- 6) What are the current issues that you think I might be able to help you with?
- 7) What obstacles are in your way right now? What has stopped you from achieving these outcomes in the past?
- 8) Out of ten how big are each of these obstacles?
- 9) What distractions could slow or stall this project?
- 10) Out of ten how big are each of these distractions?
- 11) Why are these outcomes important to you?
- 12) How motivated out of ten are you to achieve these objections?
- 13) Do you think you could achieve your ideal home without an architect?
- 14) What other objectives do you want to achieve

SC (success criteria questions)

The client needs to tell you how to measure success. This is also a presumptive close. If they answer then they have subconsciously accepted you will work together on the project.

- 1) We can certainly help you with what you have described, this is the type of work we specialize in. This is the type of work we enjoy and are good at. So imagine we have worked together and completed the project – what has to have happened for you to be deliriously happy with not just the result but the way we worked together.

VQ (value questions)

These get the emotional buy in and consequences the client gets by being successful.

- 2) If I help you get these objectives, what would the consequences be for you and the family?
- 3) What would this mean for you?
- 4) How would this make you feel?
- 5) Does it seem worth doing?
- 6) What are your current plans in place already to help you meet these objectives?

CQ (consequence questions)

What problems would you no longer have to deal with?

- 1) What are the consequences of not doing something serious right now?
- 2) So what you are saying is that you have to do something different right now

TQ (timeframe questions)- When can we get started.

- 1) What is going to happen from here is that I am going to go away and write a detailed plan on how we can achieve your objectives. In the plan we will have an agreed start date, some different design options for you to choose and a cost for each of the options (If appropriate). So I can set the start date are there any important events/trips scheduled that I need to be aware of?
- 2) OK is this a later or sooner project for you to get started with?
- 3) Great I will check our workflow schedule and put in a proposed start date of around (date). How does that suit?

Here's how to close the meeting and book the next steps...

- 1) Great. I will send you the plan by (date), you'll have some questions when you read it and we will more than likely need to meet again. When would you get a chance to read it?
- 2) So we could meet again on (date) at (time) to answer questions and confirm the appropriate options and get you started?
- 3) So just to confirm, I will send you the plan by (date), you'll read it over (in the week end), and then we can meet to go over it again on (date) and (time) we'll go over everything, answer all the questions and confirm the appropriate option and get started.

(This entire conversation is focused on them)

There are 3 types of meetings you will have:

- 1) The one you intended to have
- 2) The one you actually had
- 3) The one you should have given, that you give yourself on the way home

No meeting or presentation will ever be right. Get over yourself and go do some.

Tips...

- It is ok to have a list of these questions in front of you. It makes you look organized, professional and like you have a system. That way you can focus on the answers and not 'what do I ask next?' A phrase like 'So I cover my bases and don't forget anything I have a standard set of questions I ask, I will go through them step by step from my sheet so I don't miss any'
- Make sure ALL decision makers are in the room. If you don't get the basics like this right you might have to do the whole meeting twice.
- Have fun and get excited about the outcomes that can be achieved as they do.
- Spend most of your time on the BQ, MQ and PQs
- Always book the next step before you leave BAMFAM

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