

# Ask Before You Pitch

## Video Script



Ask questions to understand what prospects are thinking before you start pitching ideas.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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Hello, Nick Miller, Clarity Advantage, welcome back, this time to talk about questioning a question.

“Hi and Happy New Year!!” an email from a North Carolina friend... “I’m planning a trip to New England next September with a group of friends. We are wide open at this point on where we go. Probably 10 days with car. Any places we shouldn’t miss?”

I was delighted to be asked. I love New England.

With a few moments thought, I wrote my recommendation. “South to North counterclockwise,” a route that began in Providence, Rhode Island, and worked north to the Maine coast then around through New Hampshire and eastern Vermont, down through the Berkshires, and back to Boston.

And then I thought, I wonder who she’s traveling with?

I saved the email and wrote back: “What do you and your friends like to do? What have you been thinking about?”

And she wrote back: “We thought we’d fly to Montreal for a few days. Then drive to Lake Champlain (that’s in western Vermont), see Stowe (also western Vermont). And she went on to describe a counterclockwise, North to South itinerary started and ended in Montreal. Like, completely opposite my recommendation.

I’m so glad I asked! Before I sent my recommendation! She’d have thought me an idiot. “Well, thanks, Nick, for that recommendation.... a complete waste of time. Glad I asked.”

Ask! We have no idea what people have been thinking or are thinking when they ask us questions. So, we have to ask!