

Advanced Exercise: Moving to “Implication Questions”

Implication Questions not only help you understand important drivers for the homeowner, but they also help the homeowner understand the connections between problems, solutions, and their own concerns.

These are often the most important questions you will ask. Unfortunately, this type of question doesn't come naturally to most people, and you will need to a lot of practice to get comfortable generating these questions based both on what you find in the home and concerns offered by the homeowner.

Example, connecting solutions and reasons to the types of implications questions to ask homeowners.

<p>Solution to a common problem</p> <p>Insulating and installing a vapor barrier to fix the wet crawlspace.</p>	<p>Reasons why homeowners should embrace the solution</p> <ul style="list-style-type: none">• Fixing the moisture problem should reduce mold and mildew and may help your asthma/smells upstairs?• Insulating the crawlspace walls will reduce condensation (see above!) and save you energy.• Reducing the humidity coming from the crawlspace with reduce the paint failure you're seeing in the family room.• Not only will this fix the moisture problem, but it will make the floors more comfortable on your entire first floor.
<p>Implication questions to help build understanding</p> <ul style="list-style-type: none">• <i>How do you deal with the cold floors all winter?</i>• <i>What do you do to handle the mildew smells coming from the crawlspace?</i>• <i>How do you handle that paint problem in the family room?</i>• <i>Has your doctor mentioned anything about the crawlspace mold making your asthma worse?</i>	

Generate a problem/solution, list reasons why a homeowner might be interested in the solution, and then rework those reasons into questions.

Solution to a common problem	Reasons why homeowners should embrace the solution <ul style="list-style-type: none">• • • •
Implication questions (in question form) to help build understanding <ul style="list-style-type: none">• • • •	