

10 Killer* Questions... that will make you irreplaceable

Questions are the answer. A true consultant is never afraid to ask the hard questions. They never tell, they never sell; they ask the right questions at the right times. Then, they wait to hear the right answers... and when they don't, they ask another question until they do. Here are 10 Killer Questions you can use to engage prospects and clients in purposeful, powerful and productive conversations.

empowering technology

1. What are you doing to ensure employees understand the real value of your benefit program and can fulfill their role in keeping costs down?
2. Employers know too many employees do not read the communication at open enrollment, yet 90 percent do not communicate year-round. What are you doing to provide timely communication and decision support when it is most needed?
3. How do you verify the effectiveness of your benefit strategies month-to-month, year-to-year?

with wisdom

4. If you were guaranteed the correct answer to one question, what would you ask?
5. How does your benefit program compare to those offered by companies who hire away your good employees? (How does your benefit program compare to those offered by the companies you *get* good employees from?)
6. Beyond benefit plan design, vendor management, and cost control, what are your considerations for choosing an ideal benefits advisor?

and service®

7. How many vendors are you managing to make sure your benefit program works?
8. If your ben admin team had a week given back to them each month, what could they do with it?
9. What is your company's brand as an employer and how do you market it to your employees and prospective employees?

... and courage

10. What are you pretending not to know or pretending doesn't matter?

Bonus: No matter what answer is given to any of these questions, don't stop. Keep asking questions like: Why not? What else? What would happen if...?

Contact Mathew Augustine to discover the opportunities hidden in your book of business.
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*Why "Killer Questions"? We believe a data-empowered consultant, backed by a trusted team, has the responsibility and a great opportunity to ask the tough questions not usually addressed in a traditional broker-employer relationship.