

# Decision Making Process Questions - Filters

The world of Neuro Linguistic Programming (NLP) has provided many new insights into the ways in which people make buying and other decisions and become committed to certain courses of action. In any influencing dialogue it is useful for us to gain an understanding of someone's *process/strategy/filters* for making these decisions. The following questions enable us to gain that understanding:

- Preferences/Habits/Filters – *(to be asked during the questioning process)*

1. What did you want in a.../ What made you choose...? *(Criteria)*
2. Why was that ... *(criteria)* ... important? *(Towards/Away from)*  
[NB Ask this question up to three times until you hear the 'language' of direction]
3. How did you choose your existing method/supplies? *(Options/Procedures)*
4. What were you looking for in relation to what you'd had in the past? *(Similarity/Difference)*
5. What would you change, if you could? *(Similarity/Difference)*
6. When making the decision, what level of detail did you go into? *(Details/Overview)*
7. How did you know it was worth buying/doing? *(Convincer Channel – see, hear, feel)*
8. How many times did you need to see/hear/feel it to know it was right for you?

*(Convincer Cycle)*

- **Identifying Competition – *(to be asked during the questioning process)***
  1. What advice/guidance have you been given so far about this?
  2. What options have you explored so far?
  
- **Commitment level - testing it and raising it – *(to be asked at the end of the overall questioning process, once the client has expressed some pain/pleasure with the current situation)***
  1. How serious are you about addressing these issues?
  2. So, how important is this?
  3. Does it really matter?
  4. What happens if you do nothing?
  
- **Inoculation – future pacing decisions**
  1. What do you think will happen when....?
  2. How will you reply when people say...?
  3. What do you think your existing supplier will do *when* you tell them you are moving to us?
  4. How will you respond to that?