



SOCIT QUESTIONING MODEL	
SITUATION	
UNCOVER:	background or facts about the current situation
FOCUS:	research the facts prior to the meeting
OUTCOMES	
UNCOVER:	desired expectations, outcomes and results
FOCUS:	gain commitment to outcomes you can provide
CHALLENGES	
UNCOVER:	current or future problems
FOCUS:	discover passive needs you can address
IMPACT	
UNCOVER:	impact of ignoring need or achieving outcomes
FOCUS:	increase risk or reward in areas of (your) strength
TRIAL	
UNCOVER:	reaction to your ideas or potential solutions
FOCUS:	gain agreements in principle to solution parts
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