



20 Smart Questions Every Consultant Should Ask Clients

Title: Ask Better, Deliver Better: 20 Questions to Unlock Client Needs

Description: A helpful list of questions to get to the root of client challenges and craft better solutions.

Content:

Whether you're a coach, strategist, or consultant, these questions will help you unlock clarity and deliver more value:

1. What problem are you trying to solve today?
2. What's the biggest pain point in your current process?
3. Who's involved in the decision-making process?
4. How do you currently measure success?
5. What's your ideal outcome 90 days from now?
6. What's working well that you'd like to keep?
7. Have you tried solving this problem before? What happened?
8. What's your budget and timeline?
9. Who will use the solution day-to-day?
10. What tools are you currently using?
11. What does "done" look like to you?
12. Where do you feel the most stuck right now?
13. How do you prioritize decisions in your business?
14. Are there any compliance or legal constraints we should know?
15. Who will champion this project internally?
16. What does success look like for your customers?
17. How much change are you comfortable with?
18. What's the opportunity cost of staying the same?
19. What keeps you up at night related to this?
20. How can I make this process easier for you?

✦ *Use these in discovery calls, proposals, or onboarding sessions.*

