


Data-Insight-Question

a three-step tactic to
increase persuasive impact

Multiple research studies from B2B DecisionLabs have found that presenting an insight before asking a question can build trust with your buyers and boost your persuasive power.

But there's a precise choreography to follow when provoking this kind of dialogue. It's called DIQ, or "Data-Insight-Question."

gifting programs
OVER-SPEND




Gift spending is
2-3 times higher
than company
leaders estimate

and
UNDER-DELIVER

90%
of that spending
goes unmeasured

Create business impact
Achieve selling goals

gift giving is **AD-HOC**



Making decisions
at their own
discretion

Can't track
the cost

Sending gifts to
poorly qualified
mailing lists

Don't know the
return on
investment

how much do you
OVER-SPEND
on gifting?
.....

A 25-50%

B 50-75%

C 75-100%

D 100% or greater

1

data

Start your dialogue with a piece of data that's related to an external factor that's important to your buyer's business.

When you share data based on verifiable facts, as opposed to subjective opinions, you establish credibility. But data alone is just information. You need to provide context for your audience by sharing a relevant insight.

2

insight

Turn the data into an insight by placing that information in the context of your buyer's business and current situation.

The most potent insights encourage your buyers to think differently about their current approach and make them more receptive to your solution.

This is consistent with a Decision Science principle known as the "Anchoring Effect." Under this principle, the insight serves to "anchor" your audience to a position that's more favorable to your objectives.

3

question

When you prompt your buyer with a question after sharing a provocative insight, their brain starts connecting the insight to their situation. They take ownership of the challenge and initiate the process of self-persuasion.

But for the sequence to work, you can't ask generic questions. Your questions must be:

- **Relevant** – The question serves as a bridge between the insight you just shared and the solution you're about to share.
- **Provocative** – The question helps your buyer think differently about their current approach.
- **Buyer-focused** – The question is "you-phrased" to speak directly to your buyer.
- **Action-oriented** – The question is directed to the action your buyer needs to take, not on your solution's features.

can you repeat the question?

The DIQ sequence effectively primes your buyers to feel more motivated about your solution. But there may also be some benefit to asking a question before the sequence.


A recent brain study from B2B DecisionLabs suggests that asking a more rhetorical question before the sequence might help synchronize multiple people's attention, so they all focus on and remember the same information.


You shouldn't repeat the same provocative question you plan to ask later in the sequence because it can lose its impact. Instead, ask a more rhetorical question to get multiple people thinking about the same subject matter.

prime the brain for a decision

Controlling the sequence of the words, visuals, and ideas you present is one way to influence people's memories and decisions. In this report, you'll discover how to use the concept of priming to get multiple decision-makers to remember and act on your message in a unified way.

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