

Asking the Right Sales Questions

During the initial meeting or call:

- One of the most common issues we hear about is _____. Is this an issue with you too?
- Do you have a Top Priority for your company this year?
- Who is your typical client? / Your ideal client?
- How are decisions like this made in your company?
- Is there anyone else you would like to include?
- What is the biggest challenge your company struggles with?
- If you could make the decision all on your own – would you move forward?
- It seems like we would be a good fit; What do you think?
- Have you worked with a company like ours in the past?
- With what I've described, do you think our services would be valuable to you?
- When you decide to refer us, what is the most important factor?
- What is the best day of the week / time of the day to follow-up?
- I usually prefer to visit monthly, is that still OK with you?
- Or: I usually try to visit every six weeks, is that OK with you?
- Would you mind if I sent you an invitation to connect on FB, or LI, or Twitter, or Instagram?
- Is there anything right now stopping us from working together?

When they “shut you down...”

- Would you be open to a visit from me in six months?
- Is there anything we discussed that prevents us from working together?
- If your other company (competitor) let's you down, would you be willing to give us a try?
- Would it be OK to email your periodic info about the _____ industry?
(insert the vertical here)
- What is stopping us from working together right now?
- I understand that sometimes people change their mind, (including me), can I stop by again in 3 or 4 months?