QUESTIONS TO ASK PROSPECTS

ASK…

A question about something personal based on the customer's LinkedIn profile (or Facebook page).

A question about a popular piece of content within the customer's industry - For example, a salesperson could ask a customer whether he has read a specific blog post that is a popular topic of conversation in the client's industry.

- **A question about a recent event in the community**
- **A question about something the customer recently did**
- **A question about the customer's job role**
- **A question about the different products they sell**
- **A question about a recent announcement from the client's company or industry**

Targeted Questions:

What do you see as your major business challenges in the coming year?"

How have you been? ***

• *Note – only ask this question if you are exceptionally good friends with them! Otherwise, it's a generic wasted question – that serves no purpose.*

SCRIPTS

Phone – When calling a customer or prospect, refer to past touch points. Draw from the last phone conversation or what you know about the customer and his company. Also remember that telephone calls can be intrusive. Be sure to check if the customer is busy and be respectful of their time.

"Good morning – This is Cary – I have a question for you – IS NOW A BAD TIME?"

Voicemail – Actually reaching a customer by phone can be challenging, so you may have to leave a message. When leaving a voicemail, remember to be succinct and professional. Consider preparing a voicemail script in advance. How you leave a message will set the tone for later business interactions.

Email – E-mail has become the most common form of professional communication, and consequently, most customers are drowning in email. To get their attention, be friendly and personal. Use the subject line and opening of the email to say something about the customer that will get their attention. Always follow up a voicemail with an email.

REMEMBER: To be able to ask these kinds of powerful questions, you must be willing to put in the research time!