

Great Sales Questions

Here are the questions that our respondees use in sales situations. We have grouped them for ease of reference. In addition we have used the SPIN model which will be familiar to many of you and is referenced in our book Brilliant Selling.

Personal Questions/ Building Relationship & values questions

What is your background, what have you been doing up to now?
What do you want/need to accomplish in business, in life?
Why is that important to you?
What could prevent you from accomplishing those things?
What do you like doing?
What upsets you?
What annoys you?
What do you love about...

S = Situational

What do you do?
What else do you do?
How do you do it?
What geographic area do you do it in?
Who is your ideal target customer?
What do you do that's special, better or different to your competitors?
What do you hope to get out of our meeting?
How can we help you?
What are you looking for?
How is the business doing against stakeholder expectations?
What do you see your competition doing well?
What does your business offer that creates a clear difference from your competitors?
What do they consider is a good level of service etc...
Where do you see your business in five years?
What are your business aspirations?
What do you like best about the present situation?
+ questions re: roles, procedures, processes, locations etc

P = Problem

What are the three biggest challenges that your business faces today?
What is your biggest challenge?
What frustrations do you have? (Any question where you can uncover a strong emotion)
What does your company need to do now to gain ground over your competitors?
What keeps you up at night?
What issue or problem would your boss/board love you to solve as a priority?
What's the single biggest challenge you face in your dept / structure / process day to day?
What is the most important challenge to tackle?
What are your key issues?
What gives the greatest pain to the business?
What are your biggest challenges at the moment?
What are your current biz needs? What are you already doing to solve those?
If I could show you a way to address that challenge, would that be of interest to you?
What would be most helpful for you right now?
What would it mean if there was a way to remove the issue of [insert biggest challenge] / enable [most important objective]?
If you could redesign your dept / structure / process from scratch - what would it look like?
When would you like to get started on addressing that challenge?
What would you change about your current contract?
What is wrong with your current system?
What challenges are you facing and how might I be able to help?
What's causing you the biggest problem currently? (I.e. where's the pain!)
What problem area is costing your company the most money?
What is the most time consuming problem you have at present?
What would an ideal solution for this problem look like for you?
What problem does that give you?
Do you have all "A" players?
Can your managers execute your strategies going to market?
Is there anything else I have not asked that I should have asked that you can think of?

I = implications

What would happen if you didn't address that challenge?
What would happen if you did not act now?
If the status quo remains, how do you see things in 6 / 12 / 18 months?
What will happen if you don't go ahead with this?
What would be the consequences of inaction?
How long can you survive without addressing this issue?

N = Need pay off

What are your objectives?
If you did go ahead what would you most like to achieve?
How does this project fit into the bigger picture?
What is the compelling reason for going ahead with this project?
What is your perfect solution in your mind's eye?
What benefits are you trying to guarantee?
What do you want a product to do for you?
What are you trying to achieve?
What internal resources do you have in place that could be used as a solution for this?
What do you think that solution might be?
What is the perfect future scenario?
If I could wave a magic wand, what ideally are you looking for?
Has anyone else approached you with a similar product/offering? How did you like it?
Who else are you talking to/ what alternatives are you considering?
What have you tried so far?
How would you roll something like this out to your organisation?
How might you measure success?
12 months from now how will you expect my product / service to have benefitted your business?
If you were to implement it what are you measured on?
On a scale of 1 to 10 how committed are you to fixing that?
What would make it a 10? (if necessary)

Obstacles and Barriers

What has stopped you putting your ideal solution in place before now?
What potentially would prevent you from implementing this at this time?
What are your biggest challenges to making this happen?
Is there anything we have discussed which would make you think twice about dealing with me/us?
Where do you see potential problems arising in buying a solution like this?

Purchasing History and Buying Decision Criteria

How did you go about purchasing this particular product or service before?
How are your current suppliers performing?
What experiences have you had with other agencies?
What criteria would you use for bringing something like this on board?
What criteria would you use for selecting a new supplier?
Under what conditions would you consider a new or additional supplier for XYZ?
What would you need to know about the service I provide, to be convinced that I can provide this for you?
What are the must have requirements vs. the nice to have ones?
What are the 3 most key areas of importance in your business decisions?
How are purchasing decisions made?
What do we need to do to win your business?
What is the decision process for solutions like this in your company?
What are the next stages in assessing whether/when you might invest in this solution?
What are your expectations of our service?
What are your expectations from our meeting?
Who else should be brought into the decision making team?
Who would be affected if you were to implement this solution?
Where would the extra funding come from, to get this in place?
Where is the budget going to come from to pay for it?

Momentum/Closing Questions

Do you see any reason why you can't proceed with this order?
Have I answered all your questions are you ready to sign the proposal?
Does this solve your problem?
Will you buy this if it works?
Do you think we can make progress together?