20 **POWERFUL** SPIN SELLING QUESTIONS

Master the SPIN selling methodology with this list of powerful questions for every stage in Neil Rackham's SPIN framework.

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SITUATION QUESTIONS

These are information-gathering questions designed to understand why they are looking to buy and why now:

1. Can you walk me through [Operational area] process from [first step] to [business outcome]?
2. How do you currently manage [Business problem] on your team?
3. Who's responsible for [Operational area] at your organization?
4. Who on your team spends the most amount of time working on [Operational area]?
5. What was the process last time your organization purchased [Similar product/service]?
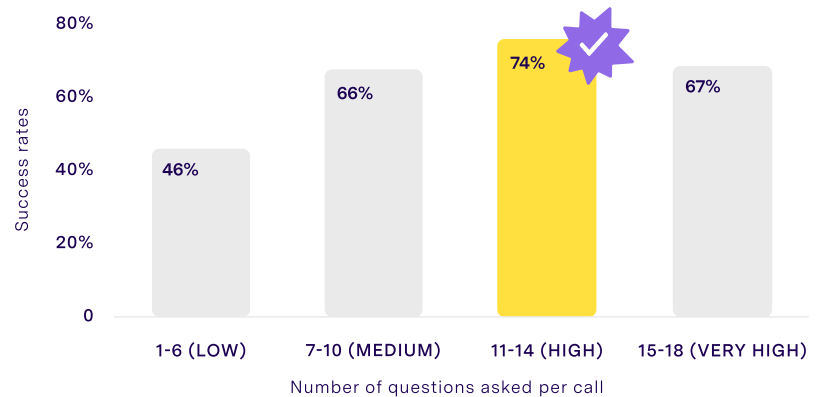
Aim For 11-14 Targeted Questions In Discovery Calls

Top performers ask the "sweet spot" number of questions on their discovery calls. Too many sales discovery questions (15+), and you are running an interrogation. Too few, and you're unlikely to unearth what matters – pain points.

Shoot for 11-14 targeted questions per call

Success rates

46%	66%	74%	67%
1-6 (LOW)	7-10 (MEDIUM)	11-14 (HIGH)	15-18 (VERY HIGH)

Number of questions asked per call

Source: gong.io/blog/best-discovery-call-tips

PROBLEM QUESTIONS

These questions get your buyer talking about their problems and needs. Done correctly, these questions set the stage for two other types of questions, implication and need payoff:

6. How effective is your current solution, on a scale of 1-5?
7. Does your current solution produce any bottlenecks? Who is impacted?
8. What part of [Current process] is necessary to solve with this purchase?
9. Can you help me understand the biggest challenges you and your team face with [Operational area]?
10. How is [Challenge] presenting itself as a problem to the business?

Ask Questions That Trigger Long Responses

According to Gong Labs, there's a strong link between buyers' response lengths and closed deals. Consider the following question starters to draw out a longer, richer, more in-depth response from your buyer:

- *Can you help me understand …*
- *Can you walk me through …*
- *Can you tell me about …*
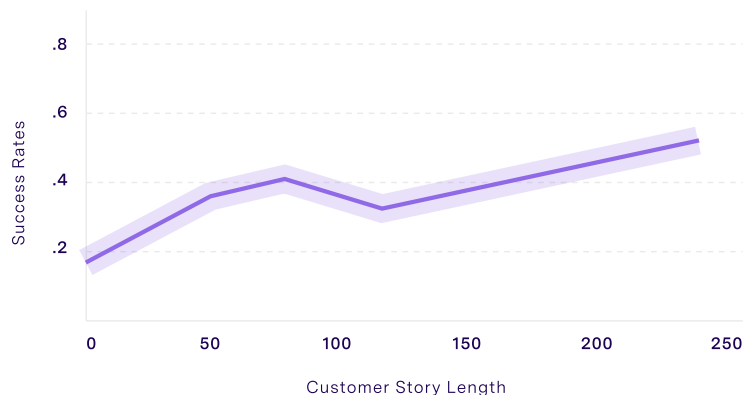
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IMPLICATION QUESTIONS

These questions focus on the consequences of your buyer's problems. This is how the best salespeople drive urgency in their deals.

11. How much [Time/Money/Resources/Opportunity costs] is it costing you to continue with your current process?

12. How are inefficiencies in [Operational area] preventing you from reaching your goals?

13. How is [Strategic initiative] affected by challenges in [Operational area]?

14. What decisions have you had to make to mitigate the current issues in [Operational area]?

15. What happens if we don't address this [Pain/challenge] now?

Ask Questions Only A Pro Would Ask

Have you ever heard the phrase "You get delegated to the person you sound like"? Use your questions to demonstrate expertise by using the right vernacular and getting buyers to think. Here's what that difference sounds like:

DON'T: *What's your sales process?*

DO: *Can you walk me through your sales process from first contact to close?*

NEED-PAYOFF QUESTIONS

These are questions that showcase the benefits of solving a problem. Properly delivered, these questions help increase deal momentum.

16. Why is solving [Pain] important to your organization?

17. How do you think a solution like ours would help you and your team?

18. Would diverting [Time/Resources] from [Operational area] to [Opportunity] help your team reach its goals?

19. Does [Solution/product] completely address [Business challenge]?

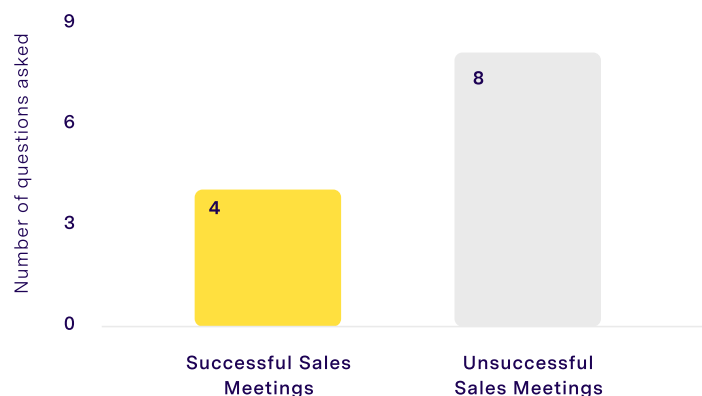20. How does solving [Problem] bring you closer to [Strategic objective]?

Avoid This Mistake When Selling To The C-Suite

Senior executives have "discovery fatigue." By the time they have a meeting with you, they've likely been through 2 or 3 discovery calls with other sellers. Answering all those questions feels taxing. Be strategic with the questions you ask when selling to C-level execs.

Fewer questions, greater success

Bar chart — Number of questions asked: Successful Sales Meetings = 4, Unsuccessful Sales Meetings = 8

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