

## *Selling in a difficult market*

# **The Top 30 Open-ended Questions**

### **Gathering information questions**

What prompted you/ your company to look into this?  
What are your expectations/ requirements for this product/ service?  
What process did you go through to determine your needs?  
How do you see this happening?

What is it that you'd like to see accomplished?  
With whom have you had success in the past?  
With whom have you had difficulties in the past?  
Can you help me understand that a little better?

What does that mean?  
How does that process work now?  
What challenges does that process create?  
What challenges has that created in the past?  
What are the best things about that process?  
What other items should we discuss?

### **Qualifying the prospect questions**

What do you see as the next action steps?  
What is your timeline for implementing/ purchasing this type of service/ product?  
What other data points should we know before moving forward?  
What budget has been established for this?

What are your feelings on or how happy are you with...?  
Who else is involved in this decision?  
What could make this no longer a priority?  
What's changed since we last talked?  
What concerns do you have?

### **Questions that establish rapport, trust & credibility with the prospect**

How did you get involved in...?  
Tell me about your past, the present and your future?  
What kind of challenges are you facing?  
What's the most important priority to you with this? Why?  
What other issues are important to you?  
What would you like to see improved?  
How do you measure that?