10 Questions you must answer about your Industrial Business

1. **How is your product or service different from anything else in the industry?** (Focus on unique features and competitive advantage)
2. **What's the BIG promise you offer?** (Increased efficiency, cost savings, improved safety, etc.)
3. **How do you ensure your claims are believable?** (Data, case studies, testimonials)
4. **What are the biggest challenges your ideal customer faces?** (Downtime, outdated equipment, regulatory compliance, etc.)
5. **Who (or what) is hindering your ideal customer in their progress?** (Identify the root cause of their problems)
6. **Why is it important to address these challenges now?** (Stay competitive, meet rising demands, avoid future problems)
7. **Why should they trust you as the solution provider?** (Industry expertise, proven track record, excellent customer service)
8. **How does your product or service work in practical terms?** (Explain the process and benefits clearly)
9. **How can they get started easily?** (Free trial, demo, consultation)
10. **What are the potential downsides of not taking action?** (Falling behind competitors, increased costs, safety risks)