



Discovery Questions

Sales Technique

Objective:

Sales:

- To understand the opportunities customer have in terms of their marketing strategies
- To establish good relationship with the customers
- To create the right angle for closing the sale
- To help the customers understand the importance of our service to their business
- To create opportunities for the customers based on the information gathered
- The one who is asking the questions should be in control

Goal 1



Fit!



Goal 2



Financial!



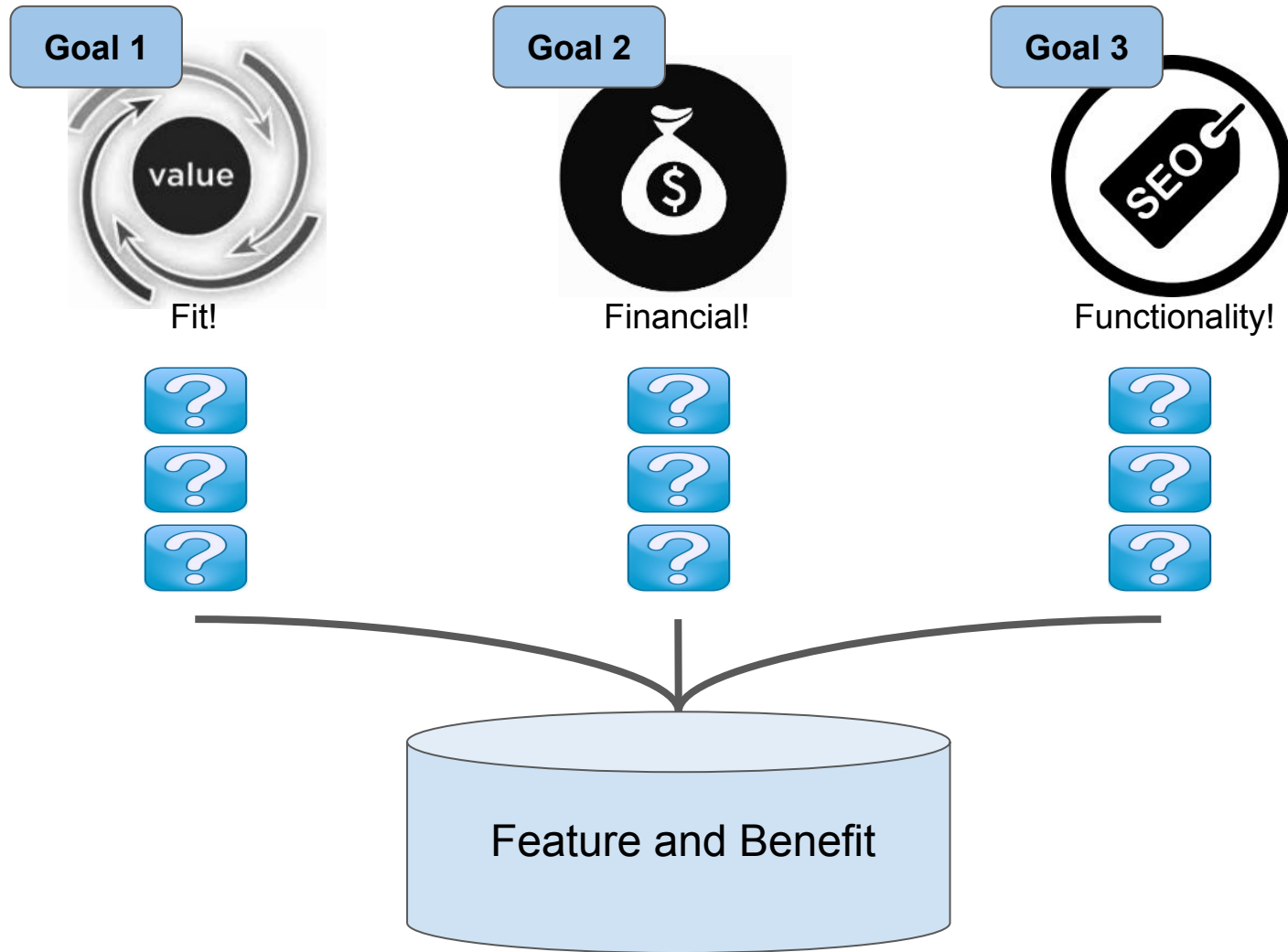
Goal 3



Functionality!



Feature and Benefit



THIS IS WHY



To make them feel comfortable



To create a relationship



To drill down, find pains and how to solve these



Know their personality and what motivates them

How?

- When asking questions, you should sound genuine by being enthusiastic and interested to know about their business
- Peel the Onion - follow up question should be build from the answers
- Resolve one issue before jumping to another issue
- Acknowledge and ask relevant question that is relevant to the pain
- Open ended question to allow customer to talk

HOW (Do's and Dont's)

DOs	Donts
When asking questions, you should sound genuine by being enthusiastic and interested to know about their business	Do not sound that you are interrogating them
Whenever you get replies from the customers you should always acknowledge	It is not a checklist so do not sound like you are reading a script
Before asking any questions, you should always have a goal in mind on what information you are trying to get.	Do not ask irrelevant questions that does not pertain to any of your goals
The questions that you are asking should be relevant to what you are trying to look for	Incomplete asking of questions are considered not asking any questions
Try to ask more open ended questions to extract more information. The more information you get from the customer the better for you to handle their concerns in the future	Do not use double down questions
Asking close ended questions are good for extracting specific information	
Set the expectations why you need to ask questions	
Always thank them for answering your questions	

HOW (Samples)

- Demographics (goal) - Trying to find out how their business work so that you can position properly on how we do our service
 - How long does your business been in existence?
 - Do you service residential, commercial or both?
 - Do you service within 50 mile radius or more?
 - What are your top 5 services that you provide?
 - Are you a one man team or you have employees working under you?
 - Do you do mobile work, have a shop or both?

HOW (Samples)

- **Competitor (goal)** - You can find out the average spending of the customer's for advertising and see if they are a potential customer for our services. You can also position our service on how to consolidate their current marketing strategies with ours
 - Do currently have a website?
 - Are you managing it yourself or someone is managing it for you?
 - Do you have online presence?
 - Like FB, Instagram, directory listings etc.
 - Aside from word of mouth what type of advertising are you doing for your business?
 - Like Print ads, radio, tv etc.
 - If you don't mind me asking, roughly how much do you spend for your advertising every month?

HOW (Samples)

- Life experience/Practical (goal) - the information that you are able to gather here will be a goldmine since it will directly relate to what you are offering.
 - When was the last time you have searched something online
 - When was the last time you have used google to look for something?
 - What did you try to look for?
 - Where you able to find what you are looking for?
 - How fast was it when you found what you are looking for?
 - Do you usually go online to look for something?
 - Do you usually go to google to look for something
 - Do you know anyone who uses online/google to look for something?

HOW (Acknowledgement Statements)

- It is important for us to provide acknowledgement statements for every information that we were able to extract.
 - Wow, thank you for that information, it seems that you are really doing everything that you can to get ahead of your competition
 - Wow, that's really a long time, the mere fact that you have been in business for that long shows the quality of work you are doing for your customers
 - That's great, I think it's just high time for you to expand your business
 - Your correct, it is better to work smart rather than work smart
- In providing acknowledgement statements it is important that you tailor fit it based on what you were able to gather from the customer