Top Sales Questions Checklist

How did you hear about us?

Why haven’t you hung up on me yet?

What do you need to have and what is nice to have? Must have, need, nice to have? Make them prioritize else they will just list what comes to mind first.

What’s the decision-making process like?

Who are all the stakeholders going to be involved?

Who else are you comparing us with?

If you don’t choose us what would you do?

What is timeline to making decision?

What’s your budget? Are they trying to get the perfect or cheapest solution. Convince on value.

When was the last time you bought a solution like this? Understand past. Associate with success and distance from failures.

How do you guys feel about us? How are we doing?

How do you see your business growing or needs changing?

What are other products or solutions that you are currently using that will play well with our software?

If you buy our solution what type of support, training, and help would you need from us?