

## 10 Great Questions for Prospects

1. Tell me about your (business, hotel, life, etc.).
2. How did you get started in this; what's your story?
3. What are your goals for this year, and how are you positioned to achieve them?
4. What are your biggest challenges and obstacles?
5. Tell me about your competition.
6. How do you market yourself?
7. Who are your customers? Why do they buy from you?
8. How would making this decision or purchase impact the success of your business? What happens if you don't make it?
9. Why is now the right time to make this purchase?
10. Who needs to be involved in the decision making? Who will be impacted by the purchase?