

TOP 5 Openers

Top Tip 1: Never ask a customer something you could discover with research

Top Tip 2: Always begin these questions with the following statements:

Opener 1:

From my research I truly believe that there are opportunities for you to explore TT4B...



...can you tell me more about your marketing mix?



...are you already present in Tiktok with an organic account?



...can you tell me more about your content creation process?



...and I would love to know more about how are you driving traffic/sales at the moment?



...is traffic your main KPI at this time?



...from what countries is your traffic coming from?

Opener 2:

I spent some time on your website before our meeting...



...and I would love to know more about your current challenges?



...I was wondering how does success looks for your brand this year



...I'm sure you would be able to tell me who are your competitors

Opener 3:

During my research I discovered that the company has a few years in Business.



...who is your audience?



...are you doing partnership with any influencers?



...do have a goal for number of followers? or how many more followers are you looking to have by the end of the year?



...what channels are working better for you?

Opener 4:

I was looking at your social media presence both organic and paid, can you give me more information on...



...most of your campaigns/ad groups are targeting France, is this where your main audience lives?



...most of your campaigns have a conversion objective, is this your main goal?



...your account doesn't have a pixel installed yet...

Opener 5:

When analysing your account, I noticed that...



For more information please remember to visit the Sales Partner's Hub