

27 Provocative Sales Questions for Salespeople

"The quality of our questions as salespeople will determine the quality of the answers our customers give us"

- ❖ What matters to your business most? Do you need to be doing anything about it? If so, what?
- ❖ What are you most looking forward to once you make your decision?
- ❖ How do you get measured?
- ❖ What do you want in a supplier relationship? What don't you want?
- ❖ What specific outcomes do you want to achieve in the next 90 days?
- ❖ How will you know when you are on the right track?
- ❖ Where in your business are you playing the waiting game?
- ❖ What do you think is preventing your business/department/staff from moving forward?
- ❖ If you were to proceed how would the changes you want to make benefit others or your business?
- ❖ What are you tolerating or putting up with in your business/with your staff right now?

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- ❖ Who do you need to convince or win over with this change/ decision/purchase? How would you do that?
- ❖ How can you get the resources you need?
- ❖ If your business/department/relationship with clients was ideal - absolutely perfect - what's one thing that would be different from the way things are right now?
- ❖ How would you know you had made the right decision?
- ❖ How do your clients measure their success with you?
- ❖ What would be the most interesting/profitable thing to explore as a possible way to initiate change?
- ❖ What are you doing well? What can you be doing better?
- ❖ If this business/dept was to fully and completely rock it's world - financially, relationships, product development - what is the first change you'd start to make to achieve that?
- ❖ What are the logical solutions you look for? What are the creative solutions you look for?

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- ❖ What are the main challenges and/or what are the main strengths in your current situation?
- ❖ Who do you need on your team?
- ❖ What are your top 3 challenges right now? Which is a priority?
- ❖ What would be the most outstanding outcome you could imagine and what would that mean to you personally?
- ❖ What is the most important thing to you about [enter your area of expertise]?
- ❖ What are your clients saying, twelve months from now, based on the decision you made today?
- ❖ Who else, apart from yourself is responsible for making a decision?
- ❖ What does value look like to you?

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