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THE RIGHT QUESTIONS TO SEAL THE DEAL

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From rudimentary information to upselling current customers, use this guide throughout the various stages of your buyer's journey

Every sale starts by answering a few questions. These questions are essential for qualifying contacts throughout every step of the buyer's journey to see who would be the right customer.

From the basic sales investigative questions to the in-depth ones, here's a comprehensive list of things to ask on your next sales discussion to successfully qualify a prospect as ripe for a sale.

Self-preparatory checklist

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Prepare yourself with a small checklist before you start talking to your prospect. It's better to have done your homework than to fumble during the conversation and leave a prospect dissatisfied.

→ Did you learn something about the prospect and the business?

→ Did you do proper research about the prospect and the pain points?

→ Will your product/service help the prospect?

→ What is the lowest discount rate that you are willing to offer?

→ Is your presentation/contract/business required documents ready?

→ What are your trade-offs?

→ How soon can you move from the sales stage to implementation?

Good to know

Creating a fictionalized version of your ideal client, a buyer's persona will help you understand your prospect better. This is based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.

A. Need questions

Understand why the conversation is taking place at all. The need-based questions will help you dig deep into the challenges the prospect is currently facing. Address the issues wisely.

- What are your biggest pain points this year?
- One of the most common issues we keep hearing about [........]. Is this a similar concern for you well?
- When did you identify the problem and have you taken any steps to resolve it yet?
- What are your top priorities at the moment? Where does this implementation fit on that list?
- What happens if you don’t go for the solution?

B. Timeline questions

Setting a reasonable timeline for discussions, negotiations, and closing is advisable. Such decisions cannot be made on an impulse. Ask your prospect the right questions to set the correct expectations.

- What is your timeline for making a decision?
- What is your timeline for seeing results?
- How long have you been dealing with these pain points?
- Are there any upcoming deadlines that you'd like to have the solution ready by then?
- How soon would you be open to the implementation?

C. Business impact questions

Ask the business-impact questions tactfully. Assess the effect your product/service will create in solving the problem. That way you will be able to give a more personalized service to the prospect.

- What are your requirements from this deal if it is finalized?
- What qualitative results would you like to see from this partnership?
- What are your daily tasks so I can understand better how we can help you?
- If we make a deal, is there a designated task force for the implementation training?
- How do you envision your business needs changing as your company grows?

D. Authority questions

Identify early on if there is a superior, colleague, or coworker that would need buy-in for the decision. Larger teams or multiple decision makers mean you may have to address the sale from multiple angles.

- Are you the decision-maker? If not, then who will be taking the final call?
- Is there anyone else in your organization you'd like or need to include in our discussions?
- Do you anticipate any pushback from your stakeholders, colleagues, or superiors against this solution?
- What are the best times/days to follow up with you to discuss the next steps?
- Have you bought a similar product in the past? How did the decision-making process go?

E. Budget questions

Understand your prospect's ability to spend on the solution. Make them aware that more features in the CRM solution tend to cost more. This is a way of ensuring that the prospect isn't taken by surprise later during implementation.

- Do you currently have a budget established for this solution, or will you have to create a new one?
- How much have you spent on similar solutions in the past?
- Are you comfortable with our billing cycle?
- Are you willing to meet us at our price if it means great service?
- What is your expected ROI?

F. Closing questions

If it's time to seal the deal, ask these questions to see if your prospect is ready for the finish line.

- If we meet your price, is there any reason you wouldn't make a deal with me today?
- What if I can offer a free [offer/service]? Will you feel comfortable signing today?
- Are you ready to review the contract?
- Can you commit to doing business by signing a contract today?
- I can only guarantee this price until [mention the date] – does that timeline work for you?

Good to know

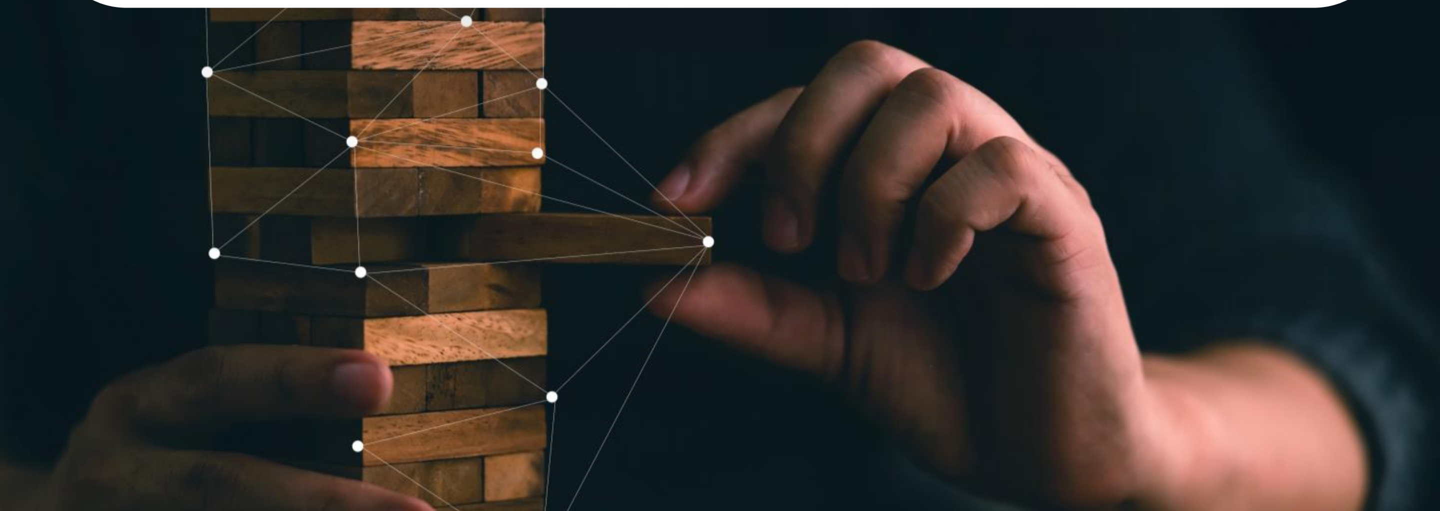
Open-ended questions give the platform to your prospect. There might be times when the person you are working with might struggle to come up with a concern or might raise a potential red flag. Either way, you will understand how close you are to closing.

Challenger Methodology Questions

The challenger methodology understands the importance of investigation as well but shifts the focus onto different types of questions, ones that cut to the heart of the customer issue and lead to a true value-add conversation. Here are a few of those that you can include in your conversation.

Again, these questions will totally depend on the prospect and the situation. You may not have to proceed with these questions at all!

- What will make this call worthwhile and successful for you?
- What is the biggest challenge/frustration you face with your current process?
- Is there a reason why this problem wasn't addressed earlier?
- Have you tried to resolve the issue earlier? If yes, why didn't the solution work?
- Are you seeking other vendors as well to help you with the issue?
- Has your organization ever opted for a product/service like ours? If so, what happened then?
- Do you think I'll face any challenges with the plan that I have laid out?
- Based on our conversation and demos that you have seen so far; do you think we will be a right fit?
- How do you define qualitative and quantitative success?
- What do you gain to win or lose if this issue gets resolved or problems persist?



This guide is to help you frame your basic questionnaire when you start talking to a prospect. Remember every client is different. What works for one might not work for the other. Keep an open mind, do your homework, and be prepared for any answers.

For more information or guidance on how to revamp your sales strategy with customized CRM technology, do connect with us.

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