

7 KILLER SALES QUESTIONS

Use these 7 key questions throughout different parts of your sales process to dig deep, uncover your prospect's real priorities, overcome any objections and close the sale.

1 "SURE, I CAN HELP YOU WITH THAT. IS IT OK IF I ASK YOU A COUPLE QUESTIONS SO I CAN GIVE YOU THE MOST ACCURATE INFORMATION?"

This is a great question to ask your prospect in response to the "How much do you charge?" question (particularly if that's the first question you're getting from the caller). This will help put you in control of the conversation so you can ask other great questions, make them think, and have the opportunity to demonstrate your value before presenting the price.

2 "TELL ME MORE ABOUT THAT?"

This is a simple fall-back question. It's a great one to keep in your back pocket for when you don't know what else to ask in the sales process! Just ask your prospect to expand on an idea, and they will. It's human nature to give more information, and it'll help dig deeper and give you more insight into their thought process.

3 "SO HOW DO YOU WANT ___ TO BE DIFFERENT BY [TIME FRAME]?"

The first blank is for the main benefit you offer, and the second is for the time frame is reasonable to expect a result for what you offer. So if you sell marketing services, you can say, "So how do you want your lead flow to be different 12 months from now?" Now you can find out what's really important to the client and shift from selling on price or features you offer to selling on the benefit that they're after.

4

“SUPPOSE WE WERE HAVING THIS CONVERSATION X MONTHS FROM NOW, LOOKING BACK, WHAT WOULD HAVE TO HAVE HAPPENED FOR YOU TO FEEL REALLY HAPPY WITH ___?”

This one is similar to the last, but takes it from a different angle. The first blank is the time frame and the second is the benefit of what you offer. If I were asking this, I would say something like, “Let’s say we’re sitting together 12 months from now, what would have to have happened in your business in order for you to feel really happy with your progress?” This question is great because it lets you know what their priorities are.

5

“WHAT FACTORS OTHER THAN PRICE ARE IMPORTANT FOR YOU TO CONSIDER WHEN MAKING THIS DECISION?”

This question is key for overcoming price objections because it states the obvious: price is a consideration. However, price certainly isn’t the only factor, and it’s likely not even the most important one. It forces your prospect to think beyond the price, to other aspects of value that they may not have previously considered.

6

“HOW DOES THAT FIT WITH WHAT YOU HAD IN MIND?”

This “temperature check” question can be asked when you’re moving toward your closing, to tell you where your prospect’s head is at. It’s a very soft question that isn’t sales-y or pushy. It gives the prospect time to bring up any remaining concerns or objections before you attempt the close.

7

“SO WHAT DO YOU THINK WE SHOULD DO FROM HERE?”

This is another low-pressure closing question that allows the prospect to tell you exactly what they are thinking - if they are ready to buy or if there is hesitation. If you’ve done everything right up until this point, there’s a good chance their answer to this question will be, “So, what are my options?” or “How do we get started?”