



Is your prospect the right fit for you?

Find out by asking these questions.

You might have access to hundreds and thousands of leads but not all of them are worth going after. After all, why would you spend your precious time selling to people who don't have use for, or don't have the ability to purchase what you're selling? So, here is a list of sales questions that you can ask to help you identify prospects worth pursuing.

Need

- What business problem will this solution solve?
- Who will this help the most at your organization?
- Why are you trying to find a solution to this now? Was there something stopping you from doing this earlier?
- When do you need this solution in place?

Awareness

- Are you using a solution right now? If yes, why are you looking to switch?
- What are the deciding factors that'll convince you to buy this?
- What kind of qualitative and quantitative results would define this as a success?

Budget

- Do you have a budget allocated for this already?
- If you're already using a solution right now, how much are you spending on it?
- What is the purchase approval process for this tool?
- Do you have the authorization to buy this? What would your role be in the buying process?

Challenges

- (If a prospect has used or is currently using an equivalent product) How was/is your experience working with this product?
- Are you looking at other similar solutions? If yes, which ones are you considering? What prompted you to go on the lookout?
- Do you foresee any challenges that might derail this project?