

QUESTION POWER! ASK Good Questions

The first three steps of the sales process should be gathering information to learn more about the client and account. The best way to get information is asking questions. There are many different sources to any client, Newspapers, friends, Internet and most importantly, your existing contact in the account. The following questions may help. Ask the question you feel more comfortable to get the information you need. Remember, the goal is to get enough information to uncover a problem or opportunity with the client. Just remember, when you ask the question, you must listen to the answer, NOT think about your next question.

- When you think about [Company], what comes to your mind?
- How do you see your company using paper and documents in the future?
- What kinds of marketing, training and advertising do you use today?
- How is your business communicating on the Internet?
- Whom else besides you should we be sharing information with?
- Who are the key contacts I should speak with for document services?
- Are any of your documents constantly rerun or time sensitive?
- What current business development projects can help you with today?
- Do you use direct mail to reach prospects or current customers?
- Are you looking for new ways to improve your document communications?
- Do you have any marketing materials to be merged with a database for distribution?
- Do you currently use direct mail to reach prospects or current customers?
- I am hoping you can help me? Do you have a minute?
- I am trying to expand my business, would you recommend me to your associates?
- Have you considered the advantage of personalized marketing for your business?
- Please tell what your job responsibilities are and more about your company?
- I would really like to know more about your company so I can understand how we can better serve you and recommend the right solutions to document issues.
- How has the document and digital technology changes affected your business?
- With the changes in technology are you looking for a strategic partner who can help you take advantage of the digital documents to develop your business?
- What business development challenges are most important to you?
- When you have an important business development project, who do you call first?
- I can show you how to improve your document images, control costs and mailing services, are you interested?
- Are you interested in learning how to order some common items over the Internet in a safe easy environment through our [company].com solution?
- How has your business changed in the last several years?
- How are you currently using promotional items to generate more business?



The Sales Process Management Company

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