



Before we start, I want you to know that every customer is different and has different needs. I don't want to waste your time or mine—both are valuable—so would it be OK if I asked you some questions to find out what exactly is important to you?

Prior to this meeting I spent some time doing some research about your company. What do you think are the most important things I should focus on in order to serve you properly?

I've found that projects of this nature are rarely successful without clear and compelling executive sponsorship. Who is the executive sponsor and what is their primary goal for this project?

There are always risks and uncertainties with projects like this... why not just leave things as they are?

What's your timeframe for this decision?

I'm curious, what bad things happen if a decision isn't made by then?

How did you determine what vendors to talk to about your project?

Why did you decide to talk to us?

Tell me a bit about how you derived the budget for this project?

Whose budget will you spend?

What does it take to be successful in your position?

How has your job evolved since you started with the company?

If your customers were to describe your organization / products in 5 words or less, what words would they use?

What would your best customers say are the reasons they enjoy doing business with you?

What originally led you to this job?

As you look back at your career, what has given you the greatest sense of accomplishment?

If you could do it all over again, what would you do differently and why?

What has been some of your likes with previous vendor relationships?

What has been some of your dislikes with previous vendor relationships?

Define in 4 or 5 words what the perfect vendor relationship would look like?

What are some of the challenges that are preventing you from reaching your goals?

On a scale of 1 to 10, how satisfied are you with your current solution / vendor / situation?
What would it take to make your answer a 10?

Why do customers buy from you?

What do your customers complain to you about?

Tell me, what is prompting you to have this conversation now?

What do you hope to accomplish by moving forward with this purchase?

What's in it for you to implement this solution?

If you don't achieve the desired results, then what?

Walk me through your decision making process.

When it comes to price, quality, service, delivery, customer support and ease of use, which is most important to you and why? Which is least important to you and why?

What would happen if you lost your two best customers?

What's your plan to keep them happy and loyal?

What qualities do you like to see in a sales rep? Why?

Where do you think we should go from here?

Can we plan to get back to each other on a day and time that works for you—not to close the sale, but to simply bring closure regardless of what you decide? My goal is to prevent us from having to chase each other.

What obstacles could we expect to encounter as we try to move forward with this project?

Who in the organization has the most at risk with these challenges? Why?

Who in the organization is going to benefit the most? Why?

What other companies do you believe could deliver on this type of project?

On a scale of 1 to 10, where does this fall on your / your manager's / the organization's priorities? Why?

What is your timeline for purchasing / implementing this type of solution?

What questions should I have asked that I haven't already asked?

How will you know whether or not this purchase is a success?

What do you really want to get more of?

What are you trying to get less of?

How often do you see this product / solution being used?

What appears to be the best fit knowing what you know today? Why?

How much do you know about my products / solutions / organization?

What could get in the way of us doing business together?

What do you believe are the top three reasons for changing / exploring new ideas?

If you had to guess, what is the cost of not making the right decision?

On a scale of 1 to 10, how much risk is there in this project? Why?

If you could change just one thing about the current situation / product, what would you change and why?

How important is the responsiveness of the sales rep and company in making a purchase decision?

What is the financial impact of having a partner versus vendor relationship?

What would have to happen in order for you to feel like this project was a success?

How have you tried to solve this challenge in the past?

What did you like best about previous products / solutions? Why?

What did you like least about previous products / solutions? Why?

Can I have your commitment to move forward now?