

Sales call questions

- *Situation questions*

- If you don't mind me asking, what's the story of your business? How did you get started?
 - Canadian, living in Scotland since I was two. My mum had a shop just like mine.
 - Decided to open it here since my dad lived here, old timers used to get sweets from my grandparents
- Who are your best customers? How are you currently marketing to them?
 - Kids and adults 50 and over
 - TikTok -> grownups do not go on it
 - Flyers
 - Word of mouth
 -

- *Problem questions*

- What goals do you have for your business? What's been stopping you from achieving them?
 - Get the word out -> still get local people who are just now finding me
 - Time is my biggest obstacle -> trying to get people

- *Implication questions*

- What happens if you DON'T solve X problem?
 - Time will bring more customers -> FALSE BELIEF
 - Won't be as ramped up as people
- What does your business look like this time next year if you don't solve the problem?
 - The above question answers this

- *Needs/payoff questions*

- If you could solve this problem, what would happen to your business? How much would it grow?
 - More satisfaction -> boosts my happiness
 - Customers are happy
 - More money for me