

Sales call prep

Introducing

Hi (name), how are you today? How was your day?

Let me quickly introduce myself. My name is Jelena and I'm 27 years old. Now I'm breaking into the world of digital marketing (about year experience) and did little projects to help other business to grow. (ecommerce stores to increase sales, purchase more value products etc)

Now I want to know about you and your business.

What is your story?

How did you start this business?

What led you to pursue this profession?

Situations questions

-Who is your targeted market, most likely to purchase or need your product?

-How has your experience been with your product or service in the past?

-What current state would you say your business is in, and are there any areas you feel could be improved?

(Where is your business right now?) = (current state)

-What are your goals? (Dream state)

-What are your main priorities right now, to help you reach your goal for the company?

-Tell me some of the biggest challenges you're facing right now, that you feel are holding you back from progressing?

Problem Questions

-What are some common roadblocks that's keeping you from reaching this goal?

-What have you done to combat those challenges?

-What mistakes are you making that you would like to fix?

-Which are the solutions you've attempted that have simply not worked?

Implication Questions

-Have you considered the potential impact could have on your business and what do you imagine your business will look like within the next couple of months/ years if you (can't attract people to consume your product)?

-Can you see how this problem is affecting any other areas of business and life?

-What would it mean for you and your business if you could resolve this problem right away? (Financially, competitive advantage in your market)

Needs/Payoff Questions

-How does this outcome impact your business in the short and long term?

-If you were able to solve this problem and (get more people to purchase your product), how much more revenue is that going to bring to your business?

-What kind of ROI would you expect to see by implementing my service in your business?

-How would you measure success in your business, if you implement my services?

-What payoff will be if we reach that goal?