# If you want to convert more prospects into customers, try out these questions to help you qualify your prospects for sales success:

## Initial Questions:

- What prompted you to enquire about what we do at XYZ company?
- Where did you hear about us?
- How can we help you in your role?
- Tell me more about your company and what you do?
- How long have you been in your role as xx?
- Where were you before you came into this role?

## Need:

- What are the main priority areas for you and your business at the moment?
- How long has this been an issue/problem for you?
- How big a priority is it for you at the moment to resolve these issues?
- How much of your time is spent dealing with these difficult issues?
- How is this impacting you?
- What are you currently doing to address the problem?
- What have you done in the past to address the problem?
- How much are these issues costing you in time and energy?
- How much longer can you afford to have the problem go unresolved?
- How important is this need (on a scale of 1-10)?

## Authority:

- How do you normally go about making decisions with regard to purchases like this?
- In addition to yourself, is anyone else involved in making the decision?
- Who is involved in setting the budget for this area?
- What is the process for getting decisions made at your company?

## Budget:

- What is this problem costing you?
- Has a budget been set aside to deal with the issue that you have?
- What is it worth to you to get this problem/issue resolved?
- Where do you usually get budget from when you find something that you absolutely must have?

- If this has not been budgeted for, how do you find the money to deal with key problems that you have?
- Has your company bought a similar product before? How was it funded? What was the approximate price?
- Based on the info you've given me, this problem is costing you approximately X amount per [week, month, year]. How does your allocated budget compare to that amount?
- Our solution typically falls between [X and Y range]. If you believe we can help you[achieve A results, solve B problem, meet your objective by C time], would that be feasible?
- How do you typically get approval for purchases out of your budget?

## Timing:

- What has prevented you from fixing this in the past?
- What kind of timeframe are you working in to fix this?
- How long have you been thinking about it?
- What has made you want to look into this now?
- How soon would you like to move forward with this?
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## General Questions:

- What other factors have we not discussed that are important to you?
- Are there any other areas I haven't asked you about that are important?
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