



Questions to Answer for New Sales People

Questions about Sales Process

1. What are all of the problems we solve?
2. How many applications are there for our products/services?
3. Why are we better?
4. How are we different?
5. What is our brand promise?
6. How do we position ourselves in the marketplace?
7. Who are our customers?
8. What are their titles?
9. How do we get to them?
10. Why will they see me?
11. What does the first call sound like?
12. What is our sales process?
13. How do I navigate the process?
14. What are the questions I should be asking?
15. What kind of resistance should I expect?
16. How should I handle the resistance?
17. What kind of objections will I hear?
18. How do I handle those objections?
19. What does our competition say about us?
20. How do we sell against our competitors?
21. What are their strengths and weaknesses?
22. How do they sell against us?
23. How do you want me presenting our solutions?
24. How are our prices compared with the competition?
25. How do we justify our prices?

Questions about Accountability

1. What are the expectations for me during the first week, month, quarter, year?
2. How will I be measured?
3. How will I be held accountable?
4. What if I don't measure up?
5. What if I over achieve?

Questions about Organizational Help

1. What is our organizational structure?
2. Who can I go to for help?
3. What kind of help can I expect?
4. How do I get the help?