

Drill Down- Finding Compelling Reasons on the Sales Call

Questions to ask to fully uncover prospect's motivation to take action, their pain

- 1 Based on our phone call, what caused you to invite me out? **Or**
- 2 What has to happen today so that you feel that this was a great meeting? **Or**
- 3 What is the most important thing for us to cover today?
 - a) Tell me about that (assume you have uncovered some problem or issue).
 - b) How long has that been going on?
 - c) What have you done to fix it?
 - d) When you spoke to your current provider, what did they say? **Or**
 - e) What has your current vendor done to make this problem go away?
 - f) What happens if you don't fix this?
 - g) Is that a problem?
 - h) Do you want to fix it?
 - i) But not today?

Drill Down- Questions to ask to uncover if they have the Time, Money & Resources to change

- How much is this problem costing you?
 - a) Now
 - b) Over the next (give time frame)
- How much money have you set aside to make these problems go away?
- (If low price) What other products and services do you buy that are not low price?
- Who else besides you is impacted if you decide to do business with us?
- What does your current arrangement look like?
- On a scale of 1-10, how happy are you with those results?
- Suppose we can't match your current price but can help you achieve your total growth (sales) goal and fix the problems?
- Who wins a tie?
- When you talked to your current provider about going out to market to look for a new partner, what did they say?
- What would it require for you to move the relationship?
- Suppose that we come to an agreement on financial terms, what other resources will be needed to complete the arrangement?

Drill Down- Getting Commitment

Questions to ask prior to making a presentation to make sure they are committed to making a change

1. When you've made a decision like this in the past, what was your process?
 - a) And that will be the process that you go through this time?
 - b) When you say "look at it", "look at it" means?
 - c) When you say "think it over"(TIO), "think it over" means?
2. Who else has to fall in love with the idea of our doing business together?
 - a) Going to board, partner, committee etc: Great, when do we go?
 - b) How important to you is it that we put a program together to help you eliminate the problems that you've described to me? But not important enough to set up a meeting with you, me and your board/partner?
3. What will it sound like when you tell your current provider? (You should get them to actually say the words so that they are rehearsing the conversation)
4. So, what I think I hear you saying is that you want me to...
 - a) Answer all of your questions
 - b) Present a solution within your budget
5. Great, I can do that. I'll need for you to be prepared to do one thing...
 - a) Agree to tell me Yes or No (eliminate TIO) at the end of our meeting.

The Three Closing Questions

1. Do you think I understand your problem/issue?
2. Do you believe that I can fix your problem?
3. Do you want my help?