

Qualifying Questions To Ask New Prospects



W.D. Hall Company
Information for Better Decisions

**We are Rainmakers! We want and need Prospects to Fill our Sales Pipeline!
More than that, we want and need Qualified Prospects!**

After we meet with the prospect for the first or second time, we need to have the information to determine if he / she is a qualified prospect.

A Qualified Prospect has:

- **A need or want for what we do**
(a problem you can help solve)
- **A budget to pay for the work**
(the ability to pay you)
- **The power to make the decision to hire us.**
(Does someone else also have to approve?)

In reality, It is more important ask question to find out if the prospect is qualified than it is to go through our services and brochure. For all we know, he / she has no need for our services and we are wasting his / her time (and ours) with our presentation.

Questions to Find Wants and Needs

- What about this job / project keeps you awake at night?
- Where is your pain?
- Tell me a little about how you ended up in this situation.
- What do you see as the next action step?
- How long have you been thinking about buying these services?
- What prompted you to look for outside support?
- Have you made a commitment to proceed, or are you still analyzing?
- What is the driver behind this project?
- What is the ideal outcome?
- On a scale of 1 to 10, how important or urgent is it that you begin this project?
- Are you talking to other service providers?

- When were you thinking about getting started?
- What is the problem costing you in terms of time and money?
- What harm / stress would be alleviated?
- What is your timing to accomplish this?
- Who, if anyone, is demanding that this be accomplished?
- How soon are you willing to begin?
- Have you tried this before?
- Will this be a continuing endeavor?

Questions to Find Out if there is a Budget

- What resources do you already have lined up?
- What kind of budget do you have?
- What were you expecting to pay for this?
- What has been the budget on similar projects?

Questions to Find out the Decision Maker

- Is there anyone else in the company that needs to hear my presentation or see our proposal?
- Is there anybody else's name from your company / organization that I should include on our proposal and letter of agreement?