

Introduction

Today's buyers are complex. They have confusing wants and needs. They're strapped for time. They're hesitant to share information -- yet have endless access to product details online.

To provide value to these modern buyers, we need to ask good sales questions. Whether you're new to sales and looking for a go-to list of sales qualification questions or a manager looking to test new questions with your team, this list of great sales questions to ask customers will help you identify your their core needs.

Then, you can customize your sales presentations and pitches to their specific circumstances.

Credit: Tony Alessandra <https://blog.hubspot.com/sales/23-question-s-customers-needs-si>

Core Requirements

Question	Take a close look at
1 What is the state of our core customers?	<ul style="list-style-type: none"> > profitability > market share > retention rate > measures of customer loyalty and advocacy > share of wallet
2 What is the state of our core differentiation?	<ul style="list-style-type: none"> > definition and metrics of differentiation > relative cost position > business models of emerging competitors > increasing or decreasing differentiation
3 What is the state of our industry's profit pools?	<ul style="list-style-type: none"> > size, growth, and stability > share of profit pools captured > boundaries > shifts and projections > high costs and prices
4 What is the state of our core capabilities?	<ul style="list-style-type: none"> > inventory of key capabilities > relative importance > gaps vis-à-vis competitors and vis-à-vis future core needs
5 What is the state of our culture and organization?	<ul style="list-style-type: none"> > loyalty and undesired attrition > capacity and stress points > alignment and agreement with objectives > energy and motivation > bottlenecks to growth

Best questions to ask in a sales meeting

What are your short-term goals? Long-term goals?

What does this purchase mean to you? What does it mean to your company?

What is your boss hoping to accomplish in the next year?

How do your team objectives play into your department's strategy?

What do you perceive as your greatest strength? Weakness?

How does your company evaluate the potential of new products or services?

Who has your business now? Why did you choose that vendor?

Best Sales Questions to Ask Customers

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Who has your business now? Why did you choose that vendor?

What are your buying criteria and success criteria?

Where would you put the emphasis regarding price, quality, and service?

What level of service are you looking for?

What do you like best about your present supplier? What don't you like?

What do you look for in the companies you do business with?

What might cause you to change suppliers?

What do you like best about your current system? What would you like to see changed?

What do you perceive your needs to be? How important are they?

If you were me, how would you proceed?

Which trade associations do you belong to?

What will it take for us to do business?

How soon can we begin?

What is my best shot for getting back the account?

What did we do in the last sale that impressed you most?

What do you look for in your relationship with a supplier?

Who was the best salesperson who ever called on you?

If you could change one thing about your organization, what would it be?

Do you struggle with [common pain point]?

What deadlines are you currently up against?

Which resource could you use more of?

Would you rather cut costs, save money, or increase productivity?

Great sales questions enable you to tailor your messaging to your prospects' goals and show them your solution is the best choice.

Which sales questions will you use on your next sales call?