

Questions to ask your customer

Open-ended sales questions are great for helping you find out what's going on in your prospects' and clients' worlds. They are essential to sales success. The importance of asking the right sales questions cannot be understated. Below are 15 open-ended sales questions you can use that will help you complete the picture of your clients' needs

1. What are your short-term goals? Long-term goals?
2. What does this purchase mean to you? What does it mean to your company?
3. What do you perceive as your greatest strength? Weakness?
4. How does your company evaluate the potential of new products or services?
5. Who has your business now? Why did you choose that vendor?
6. What are your buying criteria and success criteria?
7. Where would you put the emphasis regarding price, quality, and service?
8. What level of service are you looking for?
9. What do you like best about your present supplier? What don't you like?
10. What do you look for in the companies you do business with?
11. What might cause you to change suppliers?
12. What do you like best about your current system? What would you like to see changed?
13. What do you perceive your needs to be? How important are they?
14. What will it take for us to do business?
15. How soon can we begin?