BRANDON PIPKIN

People buy from people they like, whom they TRUST and provide them with VALUE.

What's the #1 Rule of Sales? Stop selling!

These 21 questions will help your client discover their own needs, and highlight the 'what' and (most importantly) the 'why' of your solution, allowing you to genuinely connect and build **trust** as you listen to the answers. Doing so allows you to get a complete picture what they *really* **value**, vastly improving your chances of creating a long, impactful partnership.

Present Situation Questions:

- Tell me about your current solution.
- What factors most greatly influenced your decision to move ahead with your current solution?

Pain Points & Objectives Questions:

- What do you appreciate about/what's working well with your current solution?
- What is your biggest frustration with the current setup?
- What challenges are you experiencing in creating the ideal solution?
- Where are you getting beaten up internally/What discussions have you had about this issue internally?
- How do you measure success on a project like this?
- What does your company expect from you when it comes to making a decision like this?
- What does an ideal solution look like to you?/What does a win in this area look like? What does a win look like at the executive level?
- What is one thing that would enable you to meet your customers' needs better?

People Questions:

- Who else needs to be consulted on this decision/in this discussion to ensure alignment?
- Who has vested stake keeping the current solution in place?

Timing & Resources Questions:

- What is your ideal timeline for making a decision/implementing a solution?
- On what criteria will the decision be made/when will you know you've found the right solution for you?

- If I were in your shoes, my company would expect me to be a wise steward of company resources set aside to deal with an issue like this. So that our solution can be in alignment with those resources, tell me about the budget that's been allocated to meet this challenge.

Value Questions:

- Where do you see the effects of the current issue showing up most in your organization?
- What are the current challenges costing you in terms of time/money/resources/morale?
- In what way would your job evaluation be impacted if you were not able to find a solution?
- What would things look like in the next six months if you implement the right solution?
- Which of these projects should we tackle first to make sure that you get the biggest bang for your buck and that we prove our value?

Continuous Questions:

- Please tell me more/What else?