

21 QUESTIONS TO HELP YOU BUILD MOMENTUM WITH PROSPECTS

Someone wants to know more about what you sell. How do you build momentum with that prospects and move them through your pipeline?

Ask these 21 questions to to not only keep leads engaged but also to give yourself the best chance of providing them a solution they need.

General communication questions

Ask questions that get you on the same page with how and when you'll communicate. If you want to sell to someone, do it in the ways they prefer.

Do you prefer email or texting for quick follow-up?

Is it easier for you if we chat on Zoom instead of just a call?

Would you rather watch a video or read an overview?

Discovery questions to encourage collaboration

Ask questions that make it feel like you're on the same side with your prospects — because you are!

What's going on right now that makes you want to find *[solution type]*?

What exactly do you want to do with *[solution type]*?

Who on your team will see the greatest impact by solving *[problem]*?

Explain what you've been doing or tried to do already to *[do whatever their job is, accomplish a goal, provide a service]*.

What have you liked or not liked about *[related solution type]*?

Is *[related potential problem]* making it hard to *[do whatever their job is, accomplish a goal, provide a service]*?

What's going to be the greatest challenge/obstacle when implementing *[solution]* for *[problem]*?

Who are the people that need to get on board with adopting *[solution]*?

Where are they at in the process? Do they feel it's as important as you do?

As we move forward, what's the most effective way I can help you get them on board?

What's going to prove to your team that *[solution]* is worthwhile?

Pre- and post-meeting questions to keep engagement

Remember how you're on the same side? All your meeting reminders and post-meeting follow-ups should feel like a natural progression of people working toward solving the same problem.

Here's the agenda I've come up with: *[basic agenda]* Anything else you specifically want to talk about?

What specific *[features, solutions, options]* do you want to see in action?

Would it be helpful to see *[related solution]* to give you more context?

First impressions after seeing how *[product]* helps with *[pain point]*?

Would it help to see a comparison of *[product]* with *[other products]*?

We got to discuss *[topics]* but didn't get to *[other topic]*. Would *[day & time]* work to meet for just 10 minutes to go over it?

Does it make sense to bring in *[team member]* to talk about *[solution]* and *[product]*?

What to avoid in conversation with prospects

Asking the right questions opens a conversation and makes it natural to continue talking. Avoid these tactics to have a better chance of keeping momentum in your conversations — and your deals.

- Info dumping, including feature dumping
- Pushing out ebooks, blog posts, podcasts, or other content simply because you have it
- Asking questions that basic searches on Google, LinkedIn, or a company website would answer
- Sending follow-ups or reminders too frequently
- Trying to pitch and sell without proper discovery and research

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