



100 QUALIFYING QUESTION

by Martyna Boss

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01. Basic Information

It's important to gather some foundational information about prospects and their companies to better understand their backgrounds and industries.

1. Could you share the story behind your company and how it all began?
2. What inspired you to enter your industry?
3. How would you describe your role in one sentence?
4. What's the most exciting part of your company's mission?
5. How has your team evolved over the years?

02. Needs Assessment

Understanding the needs of prospects is crucial. This involves identifying the challenges they face and what they aim to achieve with their projects.

6. What are the three biggest challenges you're currently navigating?
7. What's the one problem you wish you could solve overnight?
8. How do you envision overcoming these challenges?
9. What are your top priorities for this year?
10. How do these challenges impact your team's day-to-day activities?

03. Budget

Budgeting is a key aspect of any project. It's important to know about the budget expectations of prospects and how solutions can align with their financial plans.

11. How do you typically allocate your budget for new projects?

12. Are there any budget constraints we should be aware of?

13. How do you prioritize spending within your organization?

14. What's your approach to budgeting for unexpected opportunities?

15. How do you ensure your budget aligns with your strategic goals?

04. Decision-Making Process

Knowing how decisions are made within a prospect's organization helps tailor the approach. It's insightful to learn about their decision-making processes.

16. Who are the key players in your decision-making process?

17. What factors most influence your decision-making?

18. How do you evaluate potential solutions?

19. What's your timeline for making decisions on new initiatives?

20. How often do you revisit your decision-making criteria?

05. Timeline

Timing can be everything. Discussing the timeline expectations of prospects ensures alignment for the project.

21. What's your ideal timeline for seeing results?
22. Are there any critical deadlines we should be aware of?
23. How do you manage project timelines within your team?
24. What's your strategy for handling timeline shifts?
25. How do you balance short-term and long-term timelines?

06. Competitor Analysis

The competitive landscape can shape strategies. It's useful to understand who prospects are up against and how they differentiate themselves in the market.

26. Who do you see as your biggest competitors, and why?

27. How do you differentiate yourself from the competition?

28. What strategies do you use to stay ahead in the market?

29. How do you leverage your strengths against competitors?

30. What competitive threats are you most concerned about?

07. Previous Solutions

Past experiences can provide valuable insights. Learning about what prospects have tried before and what changes they're hoping to make is essential.

31. What solutions have you found effective in the past?

32. What lessons have you learned from previous projects?

33. How do you decide when it's time to try something new?

34. What feedback have you received from past implementations?

35. How do you measure the success of previous solutions?

08. Customer Insights

Customers are at the heart of any business. Delving into the needs of a prospect's customers and how those needs are currently being met is crucial.

36. Who is your ideal customer, and what do they value most?

37. How do you gather insights about your customers?

38. What are the most common challenges your customers face?

39. How do you ensure customer satisfaction?

40. What's your strategy for building long-term customer relationships?

09. Performance Metrics

Measuring success is essential. Discussing the key metrics that matter most to prospects and how they track progress is important.

41. What are the key performance indicators you track?

42. How do you measure success within your organization?

43. What tools do you use to monitor performance?

44. How often do you review your performance metrics?

45. What's your approach to improving performance metrics?

10. Future Vision

Vision drives growth. Exploring where prospects see their companies heading and how long-term goals can be supported is beneficial.

46. What's your vision for the future of your company?

47. How do you plan to achieve your long-term goals?

48. What role do innovation and technology play in your future plans?

49. How do you adapt to changes in your industry? 50. What's the biggest opportunity you see on the horizon?

11. Product or Service Fit

Finding the right fit is crucial. Discussing how a product or service aligns with the needs and expectations of prospects is key.

51. What features are most important to you in a product/service?

52. How do you evaluate if a solution fits your needs?

53. What concerns do you have about finding the right fit?

54. How do you prioritize features when choosing a solution?

55. What would make a product/service a perfect fit for you?

12. Risk Assessment

Every project comes with risks. Identifying potential challenges that prospects foresee and how they plan to tackle them is necessary.

56. What risks do you foresee with new projects?

57. How do you assess and manage risks?

58. What's your approach to mitigating potential risks?

59. How do you balance risk and reward in decision-making?

60. What's your strategy for responding to unforeseen challenges?

13. Implementation

Successful implementation is key. Discussing how prospects plan to roll out solutions and what support they'll need is important.

61. How do you plan for successful implementation?

62. Who will lead the implementation within your team?

63. What resources are essential for a smooth rollout?

64. How do you handle resistance to change?

65. What support do you expect during implementation?

14. Support and Service

Ongoing support is vital for success. Exploring the support needs of prospects and how best assistance can be provided is crucial.

66. What level of support do you typically require?

67. How do you prefer to receive customer service?

68. What's been your experience with customer support in the past?

69. How do you handle service disruptions?

70. What are your expectations for ongoing support?

15. Feedback and Improvement

Feedback fuels improvement. Understanding how prospects gather insights and implement changes for continuous growth is valuable.

71. How do you collect feedback from your team and customers?

72. How do you prioritize feedback for improvement?

73. What's your process for implementing changes based on feedback?

74. How do you celebrate successes and learn from failures?

75. How do you foster a culture of continuous improvement?

16. Relationship Building

Strong relationships lead to successful partnerships. Discussing how a solid foundation can be built with prospects is important.

76. What do you value most in a business partnership?

77. How do you build trust with partners and vendors?

78. What's your approach to resolving conflicts in partnerships?

79. How do you ensure open and effective communication?

80. How do you envision a successful partnership evolving?

17. Industry Trends

Staying ahead of trends is crucial. Understanding the trends shaping a prospect's industry and how they plan to adapt is insightful.

81. What trends are you currently following in your industry?

82. How do these trends impact your business strategy?

83. What emerging trends do you see as opportunities?

84. How do you stay updated on industry changes? 85. How do you plan to leverage these trends for growth?

18. Competitive Edge

A competitive edge sets companies apart. Discussing what makes a prospect's company unique and how they maintain their advantage is essential.

86. What gives your company a competitive edge?

87. How do you maintain and enhance this edge?

88. What role does innovation play in your competitive strategy?

89. How do you respond to competitive pressures?

90. What's your strategy for staying ahead in the market?

19. Additional Insights

Every business journey is unique. Exploring the personal experiences and insights that have shaped a prospect's business path is enlightening.

91. What's the biggest lesson you've learned in your business journey?

92. How do you define success for your company?

93. What motivates you and your team to succeed?

94. How do you inspire and lead your team?

95. What advice would you share with someone new to your industry?

20. Closing Questions

Wrapping up with some final thoughts. Addressing any concerns prospects may have and outlining the next steps in the partnership is crucial.

96. What concerns do you have about moving forward with new initiatives?

97. How can potential partners address these concerns?

98. What would make you confident in choosing a particular solution?

99. How do you envision partnerships evolving over time?

100. What are the next steps in your decision-making process?



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