

Conceptual Selling Questions

by Weflow

Goal	Exemplary question
Figure out what is most important to your prospect and where they are focusing the bulk of their time and energy.	What are your current goals for this quarter (or year)?
Understand why their current situation isn't putting them on the right path.	What is the biggest challenge preventing you from reaching those goals?
Get to know their current situation and investment into solving their problem.	How much time (or money) do you currently spend on X?
See how they measure themselves against other businesses in their space to understand what threats they see looming.	Who do you see as your biggest competitors? What are they currently doing better than you?
Get a feel for how open your prospect is to switching the products or services they're currently using.	Are you looking for new solutions to solve for X?
Set a timeline by understanding how serious your prospect is about changing their products or services.	How quickly would you like to make a change?
Get the history on what they've already done, including what worked and what didn't.	What solutions have you already tried? What level of success did you find?
Understand what your prospect prioritizes, including things like budget, productivity, or ease of use.	What are your biggest deciding factors when choosing a solution?
If your prospect isn't fully onboard with switching, find out what is holding them back from making a switch.	What is your biggest hesitation to make a change?
Find out where they see their company going after their current goals are fulfilled.	What would you do if your goals were achieved? What does your next step look like?
Learn who else you need to convince to get a final decision.	Who is involved in the decision making process?
Identify any information gaps that still exist in your prospect's mind so you know what you need to provide to fill them in.	What additional information do you need to be confident in making a decision?