



USING GREAT SALES QUESTIONS Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

EDUCATIONAL QUESTIONS

Instructions:

Use this worksheet to create your own educational questions

EXAMPLE:	YOUR QUESTIONS:
<p>"A recent article in the Wall Street Journal suggests that 75 percent of technology companies use foreign developers to build out their platforms. One of the challenges seems to be the language barriers and laws governing foreign workers. How do you manage those issues with your IT staff?"</p>	

LOCK-ON QUESTIONS

Instructions:

Use this worksheet to prepare your own lock-on questions.

EXAMPLE:	YOUR QUESTIONS:
<p>If your prospect says:</p> <p>"We have been trying to get this project launched for months now,"</p> <p>Follow up with:</p> <p>"I noticed you used the word trying. What has worked so far, and what's standing in your way?"</p>	

IMPACT QUESTIONS

Instructions:

Use this worksheet to prepare your own impact questions.

EXAMPLE:	YOUR QUESTIONS:
<ul style="list-style-type: none">• "What do you think the impact on your company will be if you decide to do nothing?"• "What impact do you think this problem could have on you within the company?"• "When you have this problem, how much do you think it will cost you to fix it?"	

EXPANSION QUESTIONS

Instructions:

Use this worksheet to turn ordinary questions into expansion questions.

ORDINARY:	EXPANSION:
"Who is the decision-maker"	"Walk me through your company's decision-making process."
"What is your time frame?"	

COMPARISON QUESTIONS

Instructions:

Use this worksheet to turn ordinary questions into comparison questions.

ORDINARY:	EXPANSION:
“Who are your competitors?”	“Your customers have a lot of choices today. Tell me what you believe are the unique attributes that set you apart from others in your market.”
“What is your UVP?”	

VISION QUESTIONS

Instructions:

Use this worksheet to create vision questions by adding the word "IF" to them.

EXAMPLE:	YOUR QUESTIONS:
<p>“If we could eliminate that problem you have - the one that is costing you \$2 million per year, what would it mean to you and your organization? What would it mean for you?”</p>	

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is composed of small squares and is enclosed by a thin grey border.

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