17 Questions To Qualify Sales Leads Faster and Better

Key to asking questions is the art of listening. S-I-L-E-N-T = L-I-S-T-E-N. Same letters, dramatically different action. Master Bruce Lee said his fighting style was The Art of Fighting Without Fighting. In client qualification, I call this the art of asking questions without asking. Here are some lead qualification questions recommended by sales experts - and my #1 sales qualification question.



(1) What will you gain from solving this issue?

Anthony Caliendo, The Sales Assassin: Sales professional, small business expert and entrepreneur, international best selling author, motivational speaker & sales coach

- (2) What is the problem you are trying to solve?
- (3) What are the details of the decision making process and who is involved?
- (4) What's the best way to communicate with you moving forward?
- (5) Based on today's conversation, do you think our solution would add value to your business?
- (6) Are you okay with telling me no?

Neil Patel: New York Times best selling author, top sales and marketing influencer

(7) How did you hear about us?

(8) What is the timeline for your goals?

- (9) Why weren't you happy with your last vendor or agency?
- (10) Who else is part of this decision-making process?
- (1) Where do you see your competitors surpassing you?
- (12) What is your biggest priority right now?
- (13) How do you measure success?

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- (14) How have you tried to solve that problem so far?
- (15) What's your current solution's financial impact?
- (16) Are there any issues that other stakeholders may be concerned with?

The Balance Careers: Career planning resources and information

- (17) What will you gain from solving this issue?
- (18) What are the risks involved in fixing this issue? What are the risks of NOT fixing it?
- (19) If you decide to buy, what will the purchasing process look like?

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- (20) How are you involved with the use of this product?
- (21) Have you been through this process before?

Created By Anthony Caliendo - http://www.thesalesassassin.com/