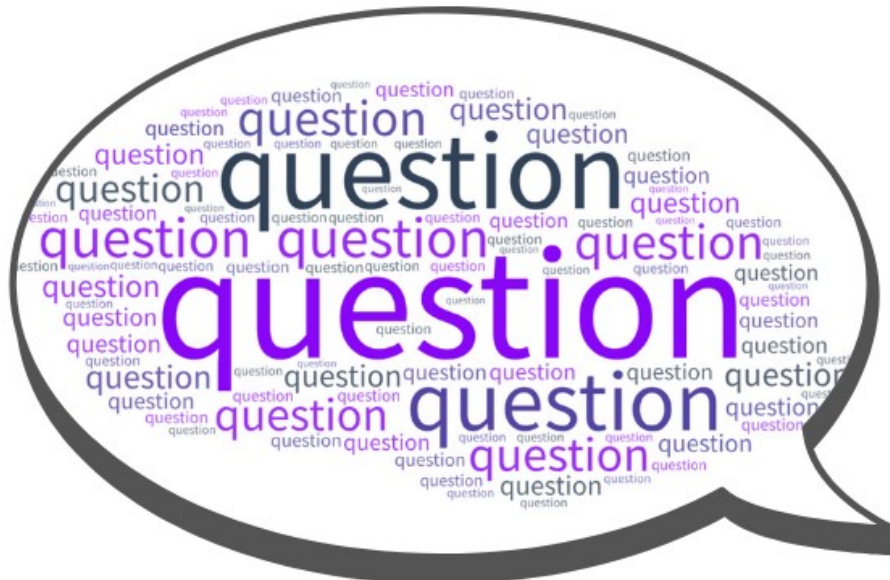


# 17 Questions To Qualify Sales Leads Faster and Better

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?
- 11 Where do you see your competitors surpassing you?
- 12 What is your biggest priority right now?
- 13 How do you measure success?

### **ringDNA: Sales software and communication solutions**

- 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?

### **LeadFuze: A lead generation software tool**

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