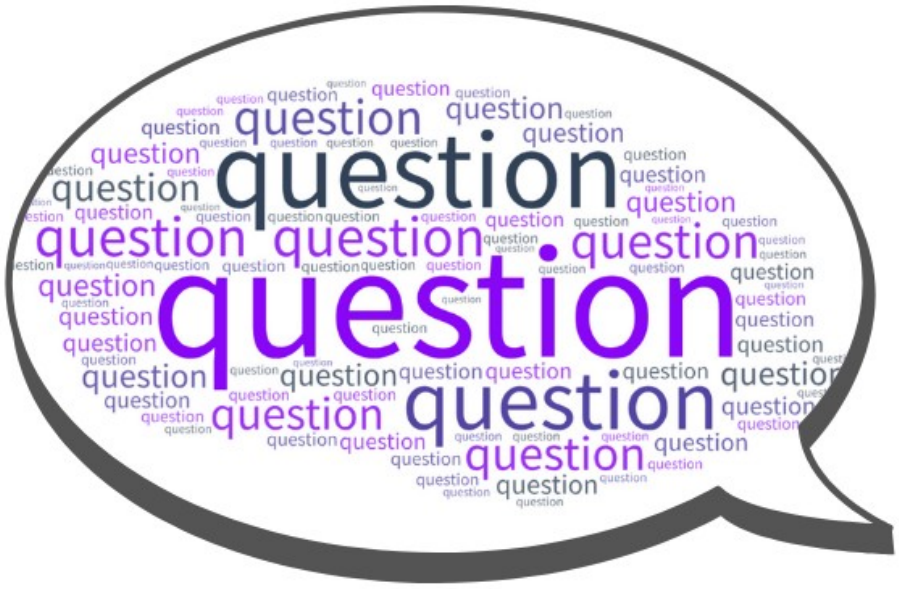
17 Questions To Qualify Sales Leads Faster and Better

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?