43 ULTRA-SPECIFIC SALES QUALIFICATION QUESTIONS

Add these questions to your sales qualification process to identify the right buyers and boost your win rates (and your commission)

GONG

SALES QUALIFICATION QUESTIONS

Authority Questions

1. Who's responsible for [Operational area] at your organization?
2. Who would ultimately sign off on this?
3. What number are they responsible for?

Metrics Questions

4. What is your goal for [Operational area] this [Year/Quarter/Month]?
5. What KPIs are you responsible for in your organization?
6. What does success look like for this project? What metrics would you measure? What impact are you expecting to see?

Team Questions

7. How big is your team?
8. How many employees are you looking to provision with [Product/Service]?
9. Which group should we focus on to deploy [Product/Service]?

Technical and Process Questions

10. Does your team currently use [Complimentary product]?
11. What is your existing process for [Operational area]?
12. Can you walk me through [Operational area] process from [first step] to [business outcome]?

Need Questions

13. How do you think a solution like ours would help you and your team?
14. Would diverting [Time/Resources] from [Operational area] to [Opportunity] help your team reach its goals?
15. Does [Solution/product] completely address[Business challenge]?
16. How does solving [Problem] bring you closer to [Strategic objective]?

Timing questions

17. When are you looking to bring on a partner for [Product/Service]?

18. What happens if we don't address this [Pain/challenge] now?

19. What prompted you to evaluate a solution like [Product/Service]?

20. How are you currently tracking against [Business goal]?

Process questions

21. What was the process last time your organization purchased [Similar product/service]?

22. Once you agree on a partner, what are the next steps to get the purchase approved?

23. Who on your team spends the most amount of time working on [Operational area]?

24. Who would feel left out if they didn't attend the demo? Who else will these changes affect?

Criteria questions

25. What is the most important factor in your decision?

26. If you're asked to justify your decision to choose a partner in [Business area], what will the most important reason be?

27. Last time you purchased [Incumbent/Similar product or service], what convinced you to choose them? Is [Their answer] still the most important criteria for you?

Pain Questions

28. How do you currently manage [Business problem] on your team?

29. How much do you currently spend on [Operational area]? What results are you seeing?

30. How effective is your current solution, on a scale of 1-5?

31. Does your current solution produce any bottlenecks? Who is impacted?

32. Can you help me understand the biggest challenges you and your team face with [Operational area]?

33. How is [Challenge] presenting itself as a problem to the business?

34. Why is solving [Pain] important to your organization?

Budget questions

35. Where will budget come from for [Product/Service]?

36. Will [Product/Service] replace an existing budget item?

37. What is your budget for [Operational area]?

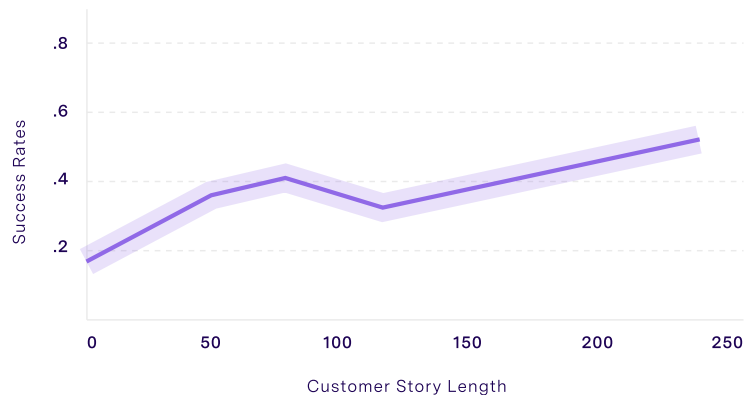### Next Step Questions

38. Does it make sense to explore how we can [Positive outcome]?

39. Interested in unpacking how we can help with [Pain]?

40. Are you open to learning more about solutions involving [Product category]?

41. Would achieving [Outcome] help your team deliver on its [Initiative]?

42. Have you tried [Type of solution] before?

43. Are you game to explore how [Company name] can help with this?

Bonus: Ask Questions That Trigger Long Responses

According to Gong Labs, there's a strong link between buyers' response lengths and closed deals. Consider the following question starters to draw out a longer, richer, more in-depth response from your buyer:

- *Can you help me understand …*

- *Can you walk me through …*

- *Can you tell me about …*

Source: gong.io/blog/best-discovery-call-tips

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