

10 Value-selling Prompts That Increase Deal Momentum

Uncover and discuss TRUE business pain that drives deals forward

You know that talking about product features is a losing strategy. Instead, focus on **value-based topics** to uncover their pain points and challenges, so you can solve their biggest problems (and close more deals).

1. What's your biggest strategic priority for this year and what challenges might you run into along the way?
2. Can you help me understand your biggest challenge as a [MANAGER, DIRECTOR, etc.]?
3. When you look at your [SALES, LEAD ROUTING, PAYROLL, etc] process today, where do you see the biggest room for improvement? What's causing that?
4. Tell me about how the market responded to your last [PRODUCT LAUNCH, MARKETING CAMPAIGN, SALES PITCH]... both the positive and the constructive feedback.
5. What's the playbook for your [SALES, LEAD ROUTING, PAYROLL, etc] process? How could your team use it more effectively?
6. Can you walk me through your [ONBOARDING, PAYROLL, etc] process for new hires, and where you wish it was more efficient?
7. What's causing you to prioritize this as an initiative over other things on your list?
8. Can you tell me about where [CONVERSION RATES DROP, CHURN INCREASES, etc] and why you think it's happening? And how have you tried to solve it?
9. What do you hope to achieve by implementing this kind of solution?
10. What would be the impact if this problem isn't solved?