

21 QUESTIONS FOR NEW CLIENTS

1. What type of business do you have?
2. What is the purpose of your business?
3. Who are your target customers?
4. What is your primary product / service?
5. What is the primary function of your product / service?
6. What are three unique benefits of your product / services?
7. What is your reason for being in this business? (What's a nice person like you doing in a business like this?)
8. What led you to develop your product / service?
9. Who is your competition?
10. How is your product different from that of your competition?

11. What are the top three objections to buying your product / service immediately?
12. What is the pricing of your product versus your competition?
13. When did you first offer your product or when will your product be available?
14. Is this product / service used in connection with other products / services?
15. Are you making any special offers to distributors or customers?
16. What is the key message or phrase that describes your business?
17. What are your current plans for advertising and promoting your product / service?
18. Do you have datasheets, brochures, diagrams, sketches, photographs, related press releases or other documentation about your product / service?
19. How will your marketing assist the growth of your business?
20. Do you have the marketing and sales management expertise needed to achieve your business goals?
21. Are you prepared to invest from 3 to 10 percent of your sales revenue to promote your business?