



USA SHADE – Best Sales Questions

1. If I could give you a magic wand and allow you to paint a picture of a perfect project, what would that look like?
2. What are your visions and goals for your current project and how can we help you achieve a solution?
3. Where are you in the development of this project?
4. What comes to mind when you think of shade structures?
5. What are the driving factors behind this project?
6. What is your vision of the final product?
7. What are your expectations for the project?
8. What challenges do you see to meeting your expectations?
9. If you can't get everything you want, what is the priority of the expectations?
10. If you can't get everything you want, what is the priority of the expectations you need accomplished? Please take your time, I'm here to help.

11. Tell me about your decision making process and how you would procure the structure/s?

12. Explain to me your vision of what you would like to do in this particular area?

13. How do we go about setting up an appointment to look at the proposed area?

14. Would this be something you and I do together or someone from your department?

15. Why haven't we ever done business?

16. What do you consider a successful project?

17. What are your current initiatives?

18. Do you have any previous experience using shade structures and what did you like or dislike?

19. What is your vision for this project?

20. What are you trying to achieve?

21. What are your expectations?

22. How can I make this process go smoothly, Where are the obstacles?

23. Tell me about the important values/factors we should consider.

24. Can you give me an idea of your selection and procurement process?

25. What's going on in your business these days? What are your goals for the next year?

26. What is the one thing none of your other vendors do that you wish they would?

27. What are the three deciding factors when choosing a shade structure vendor?