



Sterling Computers – Top Sales Questions

Knowing the USAF CIO is risk averse and there are a variety of Cyber Security solutions available on the market, what are the top 3 risks that keep him up at night?

With the recent \$120B waste released by the Pentagon this week, how do you see this affecting your IT Modernization Plan over the next 3 years?

Cyber Security seems to be a hot topic of conversation for the Federal Government. What are your thoughts on Cyber Security and the impact that this could have on your current IT environments?

What is your current security infrastructure design?

How do you secure confidential information?

What amount of manpower do you devote to security concerns today?

What are your top two IT initiatives for this Q2?

Are these things you see others initiating?

What are your plans to do it yourself?

How are you currently managing your IT infrastructure?

How would your organization change if you had a cohesive team working in concert driving innovation within the environment?

Are there any other buyers or divisions I should be in touch with?

Has your budget been signed or are funds available?

What projects do you have coming down the pipeline?

What are your needs/struggles/pain points?

Who is involved in your decision making process?

What is your vision for your environment?

Why have you continued to use ABC company for your installation?

What would you spend an extra 10% of your budget on?

What can Sterling do to assist in your role and responsibilities?

What's the most difficult thing about your job?

Who's your current partner? What do they do well? Struggle with?

Why challenges are you experiencing currently?

What aspects of vendor relationships are most challenging and most important?

What projects do you currently have in your pipeline and are you running into any obstacles or challenges?

Are you concerned with this year's budget and can I help you to maximize that budget?

What do you look for and what do think are valuable characteristics of an IT partner?

Customer X says they are having difficulties with X. Are these similar to the pain points you are having and how can we help?

What is Sterling doing well? Not so well?

Who else in your organization benefit from our services?

We have sent you several proposals, why aren't we wining more of your business?

What does success look like for you? What makes your boss happy?

What keeps you up at night or causes you stress in your position?

What is the most important thing you look for in a solution provider?

What problems are you trying to solve today?

What challenges are you having within your organization?

What do your current partners lack that maybe I can assist with?

How do you decide who performs the installation after the hardware is delivered?

My job is to make your life easier; to understand that, what are you graded on that makes you successful/unsuccessful to your superior?