



Smart Source – Top Sales Questions

January 16, 2017

- 1) If you had the ability to make any change to your print and/or communications process (regardless of cost) what would it be?
- 2) You mentioned that you are not having a good experience with your current vendor... what are some of those concerns?
- 3) What process causes you the most angst on an ongoing basis?
- 4) I've done some initial research regarding your company... please tell me a little more about your organization and responsibilities.
- 5) What current pain points are you trying to address?
- 6) What would be your criteria for evaluating and eliminating these pain points?
- 7) How would rate your current program on a scale of 1 to 10? What would make it a 10?

- 8) If you had a blank page and could create the perfect solution, what would it look like?
- 9) Please help me understand how you are currently utilizing technology to optimize your marketing production processes.
- 10) What would be your timeframe for making a decision?
- 11) What are your goals for this fiscal year?
- 12) What are the 3 most important elements to your strategic plan that you would like to see improved in 90 days?
- 13) What are the biggest impediments to reaching your goals and strategic plan?
- 14) What are the rewards your willing to make the biggest risk for?
- 15) What other questions do you have that need to be answered before you fell comfortable making a decision?
- 16) How do you manage your print and promotional product spend?
- 17) In a perfect world how would you envision the process working?

- 18) What is the one thing none of your vendors do that you wish they would?
- 19) Why isn't this particular technology working for you?
- 20) What problem are we trying to solve today?
- 21) What are the current needs that are not being met by your current supplier?
- 22) How do your department's objectives roll up to the objectives of your organization?
- 23) What is the number one problem in your marketing process?
- 24) What challenges are you and your team currently experiencing with marketing efforts?
- 25) Are there any current initiatives you are tasked with which we could review and offer a way to streamline that process?
- 26) What do you see is the most positive aspect of your current vendor relationship?

- 27) With respect to your current vendor relationship, if you could change one thing, what would it be?
- 28) How important is it for your employees to be brand ambassadors?
- 29) Would you allow my company to give you a free diagnostic a valuation of my product line?
- 30) What are some of the things that your current supplier could improve on?
- 31) What is your largest pain point in your current promotional production process?
- 32) What department or person in your company should we include in the meeting so that we can discuss how we can partner with you?
- 33) You mentioned not having a good experience with your current supplier. If you work with SS what are you hoping will be different?
- 34) Of what I said about SS and the solution & services we provide what of these might be of interest to you?
- 35) What new services or changes are you anticipating this year?

- 36) Taking price off the table - what two reasons would cause you to consider a change?
- 37) What do you think your marketing department will look like in 3-5 years?
- 38) What are some of the biggest challenges you are facing in driving top line revenue results?
- 39) What are your business goals for 2017?
- 40) If there was something you could change about your business processes today what would they be?
- 41) Do you have an issue with brand compliance across your organization today?
- 42) Do you have metrics to capture the operational spend with your printed and promotional products throughout your organization and do you have an issue with Rouge spend?
- 43) What business processes can discuss that you feel need attention
- 44) What are yours and your company's biggest challenges which you feel we could have a positive impact on both current and future operations?

- 45) Are there products or services from sources other than Smart Source that are challenges for your organization to obtain or manage that we may be able to assist with?
- 46) With regards to your branded apparel, what business processes need the most improvement within your organization?
- 47) My research shows you have a strong culture of customer service excellence, can you give me some examples and how this has made a difference within your organization.
- 48) Have you ever used Uber? They spend millions on analytics to make sure their customers and drivers have a great experience. What type of analytics are you using to access your communications with your clients and employees?
- 49) What are the top initiatives in your organization?
- 50) What challenges are you facing?
- 51) Smart Source offers a free diagnostic. What would be the best way to proceed?