



SG360 – Best Sales Questions

1. How would having a single source benefit you?
2. How would you describe an ideal partner and who is your strongest partner
3. What are your current objectives and challenges to achieve?
4. What would make you comfortable to move this work to SG360?
5. How do you measure success?
6. What current pain points are you experiencing?
7. What challenges are you having?
8. What are the primary and secondary goals for this project?
9. How do you currently evaluate the effectiveness of your campaign?

10. Ask a question to establish and initial connection / relationship. IE: Simple, light, current question?

11. Why did you allow me to meet with you today?

12. What are the challenges you are facing in your space?

13. Tell me about your current vendor relationship, what you think they do well and what would you like to see enhanced?

14. Share with me how we are performing and where we exceeded your expectations and where we could have improved ?

15. What are your/clients goals? What are you trying to accomplish?

16. How do you describe the perfect partner?

17. Besides price, what other factors are being taking into consideration?

18. What are your biggest challenges currently?

19. Could you walk me through the decision making process?