

# 13 Winning Questions

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Every new prospect should be asked questions that are tailored specifically for them, but these 13 have proven to be winners—over the years and in hundreds of industries.

1

What are some of the major challenges within your business in the past 12 months?

2

What impact have these had on your profits/morale/success?

3

What, if anything, is something you would never want to see changed?

4

What do you like most about your current supplier?

5

What kind of time frame are you working within?

6

What kind of budget range do you have in mind?

7

What have you seen that's particularly appealed to you?

8

What process do you use to make this type of decision?

9

Who else, other than you, of course, is involved in this decision?

10

If you could change anything about your current situation, what would it be?

11

What is the single thing that's most important to you about this decision?

12

If we were able to solve your problem, what would this mean to your organization?

13

What would solving your problem mean to you personally?