



# 25 Qualifying Questions

Presented by SalesBoost

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## Group Sales Qualifying – GS104

### Top 25 Qualifying Questions

1. What is the Customer's Name, Title/Role, Organization & Contact Information?
2. Purpose of Meeting
3. Preferred Dates
4. Total # of Anticipated Attendees / # of VIPs
5. Overnight Guestroom Needs / Room Block
6. Room Type Preferences
7. Demographics
8. Where (from what locations) are they traveling from?
  - How will they be arriving?
  - What is arrival pattern (on own, group arrivals, etc.)?
9. Reservation Method?
  - If IPO, how does organization plan to promote the meeting/reservations?
10. Billing?
11. Agenda outline, Meeting and Event Space Needs
12. What will the Attendees do on their Free Time? What has been Past Practice?
13. AV/Production Needs / Plans or Past Practices
14. Preferred Vendors
15. History of Event. What has been successful in past and why? What has not been successful in past and why?
16. Planners History with Event
17. Planners Knowledge of Property
18. Competition. Who else are they considering? Why?
19. Uncover two (2) Intangible Needs
  - This is where you exercise your Open-Ending Questions
  - Probe to find the need behind the need.
    - *You mentioned flow of space is important, can you tell me more about what you will be doing and why the flow of space is key?*
    - *Other than a low rate, what else is important to you?*
20. Uncover true buying motives by using High Gain Questions!
  - *What do you want to accomplish as a result of this conference?*
  - *What is the goal of the meeting?*
  - *Define a successful meeting.*
21. Other than the Customer, who else is part of the Decision Process? Who will ultimately sign the Agreement/Who would be the signatory?
22. Decision Date & Process
23. Are they open to alternative dates to provide optimal set up and event space availability?
24. Understand Budget before quoting rate
25. Are there any other meetings or events you have that I may assist you?



# Drop us a line to lift sales

(972) 521-9500  
[info@salesboost.com](mailto:info@salesboost.com)

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