

33 Open-Ended Sales Questions.

Qualifying Questions

- When do you think you might assess your solutions in outside-training vendors?
- What do you think about our offer so far?
- How should we move forward after today?
- Which area about our product do you still have questions about?
- What's your budget?

Impact or Benefit-Driven Questions

- How important would you say patient privacy compliance is for your practice management software?
- How much time do you spend in follow up with leads?
- What would you use an extra 30-60 minutes a day to manage at the office if you could outsource your social media management?
- If this problems remains unsolved, how will it affect business in the future?

New Future or New Reality Questions

- How do you think changing this area could improve your day-to-day work?
- What would you want to achieve in the next year by making this change?
- If time and money were no object and you had full authority to do whatever you want, what would you change about your current system?
- If you were to describe your situation in three years, what would you want to be different than what you have today?

Objection-Based Questions

- Who is involved in choosing your accounting software at the organization in addition to yourself?
- What budget do you have allocated for this area?
- What time of year do you review your vendors?
- Any concerns so far?
- What else would you like to talk about?

Buyer History Questions

- What has your past purchase experience been with [insert product/service]?
- When was the last time you upgraded your software?
- Why would you say you were satisfied with your past experiences with this company?
- How would you describe your experience with your current provider for service calls?
- What measures have you taken to fix your problems - if any - with your current solution?

Rapport Building Questions

- At this appointment, what needs to happen to make it worth your time today?
- What motivated you to take this call with me?
- How do you evaluate vendors for this area?
- What concerns do you have about making changes in this area?
- What have I not covered that you would like to know more about?
- How's business? Have there been any changes since we last spoke?

Needs-Based or Pain-Based Questions

- Why isn't your particular solution and/or process working for you?
- What's preventing you from hitting your goals?
- What are some challenges you're looking to solve?
- What do you think about our offer so far?