

Name:

Role:

What do they enjoy about their job?

What frustrates them in the job?

Why do they do what they do?

How did they get to where they are?

What do they really want to do?

What are they most proud of?

What are their targets?

What are their job related goals?

What are their challenges?

What are common question they have?

What do they think of you?

What are their doubts about you?

What do they like most about your service?

What frustrates them about your service?

How do you help them achieve their goals and overcome their challenges?

How can you help them more?

Who do they respect and admire?

The company

Who are they?

What industry sector are they in?

What is their size – turnover and employees?

Where are they in their market?

What are their goals and ambitions?

Where is their expertise?

What are they like to work for?

What are they like to work with?

What is their organizational structure?

What is their decision making structure and process?

Other decision makers?

Who else is involved in the decision making process?

What is their role in the business?

What is their role in the decision?

What are they protecting?

What are their main objections to what you are selling?

What do they need proof of to overcome their objections?