8 CPE Solution Sales Discovery Questions

THE BEST QUESTIONS TO ASK CUSTOMERS DURING
SOLUTION SALES TO RECOMMEND THE BEST WAY TO PAY

Frontier
FINANCIAL SOLUTIONS

Common Misconceptions

1. Finance is relevant and best discussed at the end of the sales cycle. The truth is that waiting till the end of the sale devalues finance options.

2. My customers prefer to pay cash, they don't finance. Customers will always default to cash or what they know if finance is not positioned early

Much like a game of chess, implementing the correct strategy and positioning yourself is critical to an outcome in your favor. In the world of finance and technology sales, positioning a financial solution is exactly the same. Unlocking the answers to the following eight questions, in the sales process, can be the key to successfully selling a total technology solution, and set you apart from the competition.

Many people interpret positioning financing as asking the question "Do you finance? Are you interested in financing? or How are you going to pay for this?" Asking these questions can trap your customer. Most, if not all customers are not aware of the procurement options available to them.

The next paragraph is a great example of how to start the conversation and lead into these eight questions.

Start The Conversation

"We are very committed to designing a total solution for your business. The way we do that is to understand and learn more about your organization's past and future goals. From there we will make a recommendation on a total solution that should address the business, technology, and financial elements of this new solution. With that, can you tell me how has the advancement of technology effected your business in the last three years?"

Asking the Right Questions

The questions are designed to stimulate your prospect's thought process and help you position your total business solution. Questions are in three categories; planning, procurement, and service.

Planning

1. How has technology affected your organization in the past three years?
Ask them to elaborate on this to gather more detail? Also, understanding the past and the change that has occurred can assist in positioning a solution that will protect against future change that can negatively impact a business.

2. What are the growth expectations for your company over the next three to five years?
Drill down, get specifics and identify how technology will impact those plans.

3. As it relates to this decision, what are your greatest concerns?
The more you can uncover about their concerns the more you can address in a proposal.

Procurement

4. At this time, how important is cash OR working capital to your business? Why?
Validating the importance of working capital is essential to the process.

5. How does your company usually procure technology? Why?
Identifying past practices and intent allows you to prepare accordingly.

6. Is it safe to assume that a part of the decision criteria will be the net effect to the bottom line?
Bottom-line Cost Analysis will allow financial experts to measure and weigh the entire cost over time.

Service

7. On a scale From1–10, how important will this new system be to your daily business needs (10 being mission critical)?
Reminding a customer that this solution will be mission critical validates the importance of this decision.

8. What would happen if your system was down for a day or more? What type of economic impact would that have on your company?
Open the door to be able to layer in the added value of multi-year maintenance. Communicating or reminding prospects' of their mission critical equipment is the final piece to the puzzle.

REMEMBER: this is a fact-finding mission. Do not make the mistake of beginning to "sell" during the positioning process. You may find that your prospect answers these questions so favorably that you could be pulled into a presentation.

—— Take Aways ——

- Treat finance like a product. Doing so enhances your credibility with your customer.
- Identifying their pain and concerns early will give you greater control over the sale.