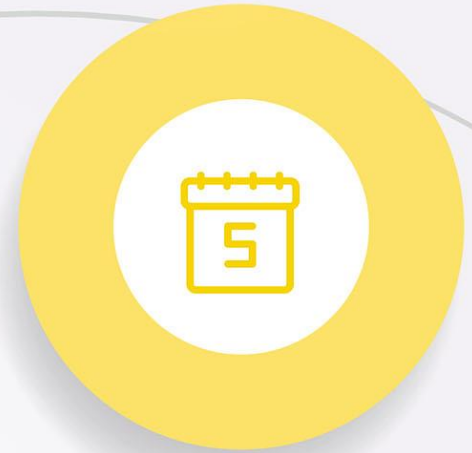


IMPROVE SALES PERFORMANCE

Sell More Stuff!



# 10 QUESTIONS TO ASK BEFORE YOU DEMO YOUR PRODUCT

A “Startup Selling” Checklist



SALESQUALIA



Got a new sales lead that wants to see your product? Great!  
But before you do anything...

Ask these ten questions BEFORE you agree to a product demo and I guarantee you'll convert your leads to customers.

I know, I know.... As a startup founder, you're REALLY excited to show your product. You got an introduction to Big Company Executive Guy and the leads are pouring in from your website. Everyone wants to see the product!

You think, "Just wait 'til they see it! They're gonna love it!"

Then, what happens? You do the demo and you hear:

"That's really cool. Thanks for your time. Let me get with my team and I'll get back to you."

Or...

"Good stuff, but that's not what we had in mind. I've got another call now. Keep me posted as the product develops."

Or...

"Really great - email me in a couple of weeks."

What happened?

You did a product demo on the first call. Doing a demo on your first (or even your second or third or fourth...) call with a new lead is the WORST thing you can do. It's a guaranteed way to kill the sale before you even get the sales process started.

It happens a thousand times every day with startups and company founders like you.

These questions will help you find the INFORMATION YOU NEED about your lead, their company, and the problem they're trying to solve.

**Before you schedule a product demo to show off your awesome product, ask your sales prospect these ten questions so you know exactly what problem your product is solving.**

Not only will the prospect appreciate that you're taking the time to learn about them and their problem, when you do finally do show off your product, the customer will think you built the product just for them!

Answer these ten questions FIRST, and then you can tailor your product demo EXACTLY to the information and customer needs that you'll learn.

And the best part?

**When you ask these questions, your customers will be TELLING YOU HOW TO SELL YOUR PRODUCT TO THEM!**



### 1. "What is the history of your situation?"

- ✓ How long has this been a problem?
- ✓ Is this an ongoing problem year after year, or a new problem that's just emerged?
- ✓ Has the company changed its business or strategy? For publicly traded companies, read the "Letter of Shareholders" in the company's annual reports for the past few years. What strategic initiatives have carried over year after year, and which initiatives are new for this year?



### 2. "What solutions have you tried already?"

- ✓ Has the company tried to build a solution with their own teams?
- ✓ What other products have been bought and tried in the past?
- ✓ Is the company throwing people at the problem by simply hiring to fill the gaps?
- ✓ Are they using "one-size-fits-all" resources like Excel and Sharepoint?
- ✓ Is there internal strife or disagreement on how to solve the problem?
- ✓ Are there differences of opinion on what the solution should be?



### 3. "Is there a new market force, such as a change in the industry standards, regulations, or systems, that is causing this change?"

- ✓ Regardless of the industry, you can bet that change will be constant.
- ✓ If the interest in your product stems from a change in regulations, there are plenty of unknowns ahead, AND there will be a diversity of opinions internally on how the company is going to deal with these changes. Be ready to explore this in detail before a purchasing decision is



made.

- ✓ This is a HUGE opportunity for you to lead the sale with information from the customer.



#### 4. "Is there a specific competitor that's causing a focus on this problem?"

- ✓ Is there a new competitor emerging in the industry?
- ✓ Is an existing competitor targeting your customer directly with certain products or services?
- ✓ Has a competitor launched a new product or entered a new geographic market that your customer needs to defend against?



#### 5. "Are there changes to your customer's customers' preferences that is driving this research?"

- ✓ Does your customer's market expect a new type of service?



#### 6. "Who owns the problem trying to solve?"

- ✓ Who is ultimately responsible for implementing and paying for the solution to the problem?
- ✓ This question helps you identify if you are dealing the actual buyer (the problem owner), an influencer (someone that help you reach the real buyer), or just an interested party (someone with no buying power).



#### 7. "What is the ideal solution you have in mind?"

- ✓ Does that ideal solution exist anywhere from any solution providers?
- ✓ Ask: "What are the top three things that you want to be able to do with a new solution?"



- ✓ What are those 1-2 key features for you customer that will drive the final decision? In big company decisions, contributors might weigh 10 or 20 or 100 features across multiple solution providers, BUT their final decision will come down to one or two key features or benefits.
- ✓ Does everyone influencing the decision agree on these 1-2 features/benefits?



**8. "How open are you to discovering more about your challenge together?"**

- ✓ Today's business challenges are more complex than ever, and frequently big companies will misdiagnose the problem, the solution they think they need, or both.
- ✓ Find out who else should be involved with this discovery process.



**9. "Is there consensus that this is a problem your company needs to solve this month/quarter/year?"**

- ✓ Has budget been committed to the business challenge?
- ✓ Is there an internal committee or task force established to examine the problem and implement a solution? What parts of the business are represented on the task force - IT, Finance, Risk, Operations, Marketing, Product, etc.?



**10. "What's the best way to get the other people you mentioned involved with this conversation?"**

- ✓ You're looking to find if you have a real influencer who knows they need collaboration across the company to reach a decision, or...
- ✓ Is this someone that is simply trying to be a hero by solving the problem on their own or will be a time vampire on you?



*If you like what you've read here or have a few tips of your own that you'd like to share, send me an email or tweet me:*

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