

# Pipeline Coaching Questions

## Ten Questions That Reveal the Truth About an Opportunity

Sales leaders should resist the urge to **solve the deal**. Instead, use disciplined questions to test the strength of the opportunity and develop the salesperson's thinking.

### 1. The Problem Question

**What specific business problem is the client trying to solve?**

- clear operational, financial or strategic impact
- urgency to act
- consequences of doing nothing

Weak answer:

“General interest in our services.”

### 2. The Priority Question

**Where does this issue sit on the client's list of priorities?**

Strong opportunities are tied to:

- strategic initiatives
- revenue or cost pressures
- regulatory or operational risk

### 3. The Decision Question

**Who ultimately decides whether this project happens?**

Sales teams must know:

- the final decision authority
- the economic buyer
- the internal sponsor

### 4. The Stakeholder Map Question

**Who influences the decision and what matters to each of them?**

- technical influencers
- procurement
- operational stakeholders
- potential blockers

### 5. The Budget Question

**How will the client fund this project?**

Evidence should include:

- known budget
- confirmed funding process
- economic justification

### 6. The Competition Question

**What other options is the client considering?**

Strong salespeople know:

- competing firms
- internal alternatives
- “do nothing” risk

## 7. The Value Question

**Why would the client choose us rather than a competitor?**

Expect evidence of:

- distinct expertise
- relevant case experience
- differentiated approach

## 8. The Progress Question

**What has happened during the last two weeks?**

- regular customer interaction
- forward movement
- deeper engagement

## 9. The Risk Question

**What could stop this opportunity from happening?**

Look for:

- internal resistance
- budget risk
- strategic changes

Good salespeople acknowledge risk.

## 10. The Commitment Question

**What exactly is the next agreed step with the client?**

- Workshop?
- proposal review?
- stakeholder meeting?
- commercial negotiation?

If there is **no scheduled next step**, the opportunity is weak.

## What You Need to Know

Great pipeline reviews are not about **interrogation**.

They are about helping the sales team develop:

- better thinking
- stronger qualification
- clearer commercial judgement.