

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?

2. The Priority Question

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

3. The Decision Question

Who ultimately decides whether this project happens?

4. The Stakeholder Map Question

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

5. The Budget Question

How will the client fund this project?

6. The Competition Question

What other options is the client considering?

7. The Value Question

Why would the client choose us rather than a competitor?

8. The Progress Question

What has happened during the last two weeks?

9. The Risk Question

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

10. The Commitment Question

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