

3 Questions to Ask an Inbound Lead

"The last thing you probably want to do on a Monday is talk to a salesperson. What's going on at X that prompted you to chat with me today? Did you run out of shows to watch on Netflix?"

WHY ASK IT?

You don't just wake up one day and buy something expensive. You try things. You struggle a bit. This question helps you understand how far along your prospect is on the buying journey. Did they just start struggling? If so, you probably don't have a buyer right now. Are they at their wits end? If so, simply ask, "What questions do you have?"

What would happen if you don't switch? Couldn't you save a ton of money using your Director of Business Development for sales training instead of me? What about John Barrows instead?

WHY ASK IT?

Your job is to make money this quarter. You can spend a lot of time with people who aren't ready to buy right now. If you **CAN** talk your prospect out of switching, the perceived value of "hiring" your solution and "firing" their existing solution is low. If you **CAN NOT**, talk them out of "hiring" your product, then ask the next question to let your prospects "sell" you.

Imagine your team's been training with me for three months. What can they do now that they couldn't do before?

WHY ASK IT?

People change for their reasons not yours. Instead of telling prospects why you're awesome, let them tell you. Psychologists call this motivational interviewing. Talking about the "awesome after" is intrinsically motivating. Prospects associate their "awesome after" with you.

