**INITIAL CALL DISCOVERY QUESTIONS**

You want to use questions like those below to get the conversation going. Initially, asking open ended questions can really help you probe deeper to better learn about your future client.

1. How can we help?
2. Can you tell me more about the situation/problem/need?
3. Why are you looking to do this work/project/engagement now?
4. How long has it been an issue/problem?
5. How is it impacting your organization/customers/staff?
6. When do you need the issue/problem fixed by?
7. What are you currently doing to address the problem?
8. Have you used this type of product/service in the past?
9. What has prevented you from fixing this in the past?
10. What kind of timeframe are you working in to fix this?
11. In a perfect world, what would you like to see happen with this?
12. What options are you currently looking at?
13. What options have you tried?
14. How important is this need (on a scale of 1-10)?

GET PERMISSION TO QUOTE / SELL

1. If you could design the perfect solution, what would it look like, how much would you spend, and how long would it go for?
2. Can you put a dollar amount on the problem in terms of cost: Weekly, monthly, annually?
3. How much do you charge for your service/product?
4. Looking at this from a point of lost sales, how much is just one sale worth to the company?
5. Can you see how much money you/your organization loses every day by not solving this issue?
6. How much longer can you afford to have the problem go unresolved?
7. What else should I know, is there anything I have overlooked?
8. How soon would you like to move with this?