Client Input Questions

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| Introduction | What is the elevator speech (market, offer, benefit and qualifier)? |
| Program objectives | What do you see as the objectives for this program? |
| Market dynamics and issues | What are some key market dynamics in terms of…  Business problems your solution addresses?  In what strategic initiatives are qualified companies likely to be engaged?  Market stage: early adopter, mature, etc.?  3 most significant market trends in last 3 to 6 months?  What market trends prevent broader acceptance of a solution like yours?  Do you have industry analyst reports on this market segment?  What kind of awareness is there of you in the market today? |
| Company background | Can you give us background highlights of the company:  Significant news in last 3 to 6 months?  Key clients?  Industry awards?  Trade pub articles? |
| Products and services | Describe the specific solution or solutions for which we will be generating qualified leads. Be as specific as possible.  What is the “proof” that your services work?  Describe the composition and pricing of a minimum sale.  Describe the composition and pricing of a full and complete high-end sale. |

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| Key message themes | What are the…  Top 3 business problems addressed?  Top 3 features?  Top 3 benefits?  Top 3 differentiators?  To the extent it may be different from these questions, what is you value proposition? |
| Technical considerations | Are there relevant market or technical considerations we should be aware of?  What technical considerations determine relative fit of solution? |
| Qualifying Criteria | Verticals?  Size?  Revenue, employees, HQ only  Decision makers?  Are strategic DMs different from tactical DMs? How? |

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| Competitors | What competitive solutions should we be aware of and what do we need to know?  Who are your top 3 competitors?  Strengths? Limitations? Developments in the last 3 to 6 months? Who are some of their clients?  To what extent do you compete with in-house solutions?  Who are the 900 pound gorillas?  Who are the up and comers?  Who has cutting-edge technology?  Who’s doing a good job with marketing and sales?  Are consulting firms used by your clients to evaluate vendors? |
| Objections and counters | What common objections will we hear and how do we address them? |
| Probing | We’ll conduct trials on various ways we’ll introduce ourselves, but, in terms of what’s worked for you, what would you suggest we say in the first 10 to 15 seconds to introduce ourselves and pique interest?  If your best business development representative was qualifying a prospect, exactly what would they ask and what would they do (or require the prospect to do) before considering a prospect “qualified”?  What are examples of questions to ask to uncover strategic needs or pain that would drive a solution?  What are examples of questions to ask to uncover tactical needs or pain that would drive a solution?  What responses are we likely to get if we asked prospects the following?  Regarding your [fill in business driver or pain]…  “What do you want to do?”  “What are you doing now?  “What’s working?”  “What’s not working”  “Is it getting done as fast as you want?”  How does the prospect buying process work? Internal champion? Project team composition? Stages? Timeframe? Way ultimate decision is made? |