



## Sales Masterclass Lesson 3 Topic 4

### Suggested Questions & Opening Remarks

#### Questions to ask during presentation to prospect

Select a few questions from the list below, or use the list to get you thinking about the type of questions you can ask your prospect to get them talking about their business. You will only require one or two questions, as you will be surprised how long the prospect will talk, given the opportunity.

- Is there anything you find frustrating about your business?
- Has the business achieved everything you have hoped it would?
- **If you started all over again, is there anything you would do differently?**
- Describe your ideal customer?
- What percentage of customers fit your ideal customer profile?
- Tell me about your team?
- Tell me a little about your competitors.
- **Is there any one competitor you really admire? If so, what is it that you admire about them?**
- How smoothly does your business roll along from an operational point of view?
- If you had access to the necessary cash flow, what changes would you make to your business?
- **List three things that if you changed or implemented in the business would make a significant impact on profitability.**
- How do you keep track of how the business is performing?

#### Suggested opening remarks

Thank you for joining me today. Our business advisory service has a clear focus on helping clients achieve a significant increase in profitability and cash flow. There are several things we do to achieve this outcome<sup>1</sup>, I will elaborate further in due course. But the main purpose of this meeting is for me to learn a little more about your business and how it is performing, relative your expectations.

<sup>1</sup> Refer hand out in topic 3