# B2B Qualifying Questions

Close

The number one thing most sales reps should do to close more sales? Ask better questions! Qualifying is the art of asking the right questions. Use these questions to discover if you're targeting the right company as well your prospect's needs, decision making process, and more!

## Ideal customer profile

1. How well do they match your ideal customer profile?
2. Which industry are they in?
3. How long have they been in business?
4. What's the size of the organization? (Measured in revenue, number of customers, number of employees, etc.)
5. What's the size of the relevant department?
6. Are they located in the same areas as your ideal customers?
7. What's the ideal use case?
8. What would automatically make them a BAD fit for your product or service?

## Needs

9. How did you hear about us?
10. What are the top challenges your team or company is currently facing?
11. What are the top challenges you're currently facing?
12. What are the results you want to achieve and how do you want to achieve them?
13. When would you like to achieve these results?
14. How would achieving these results benefit you, your team and company?
15. What would the consequences be if you didn't solve these issues?
16. What motivated you to search for a solution now?
17. If you're not currently searching for a solution, why not?
18. Which features are must-have versus nice-to-have?
19. Why do you need these particular features?

## Decision making

20. What role do you play in the decision making process?
21. Who are the people who have the final say on making a decision?
22. What concerns will these decision makers likely have?

23. How does your company or department make decisions?
24. Which departments are involved?
25. Who will be responsible for implementing or overseeing this service or product?
26. Do you have the resources and time to handle implementation and training?
27. How much time did it take your company or department to buy a similar product?
28. When do you want to make a decision and begin implementing a solution?
29. Which metric(s) would you use to evaluate the success of my solution?

## Budget

30. Who oversees the budget?
31. How much have you spent on similar solutions?
32. How much do you have budgeted now?
33. Have you ever needed to invest in a solution that was outside of the original budget? If so, what was the budget allocation process like in that case?

## Competition

34. Do you currently have a contract with another company? If so, when is it up for renewal? Is there a cancellation fee?

35. What has worked and hasn't worked with your current solution?

36. What were the deciding factors that made you choose that particular solution?

37. How does our solution compare to the competitor's?

38. Are you considering building your own solution?

## Closing the deal

39. What are all the steps we have to take to help make this deal happen?

40. Are there any obstacles that could prevent this deal from happening?

41. Based on what we've discussed, do you think our solution is a good fit for your needs? Why?

42. When is the best date and time to schedule our next meeting?