

Consultative Selling Questions

Path

How have you improved that operation?

Person

What has been your biggest obstacle in getting the business you want?

Interest

Have you been able to get all the international sales you should have?

Have the people you've trained stayed?

What areas have been most successful?

Get Information

How do you cope with all the international inquiries?

What kind of experience have you had selling overseas?

What help do you need getting more international business?

Are your competitors exporting?

What can we do to help you get this job done?

Common Ground

I've found that a large part of the problem in getting enough profitable foreign sales is...

Get Participation

Who's participation would be necessary to achieving substantial international sales?

finding the time to devote
getting the managers to understand what foreign business will do for them
finding a competent aggressive person at the right price
Has that been your experience?

What kinds of foreign market development would be most appropriate?

What can we do to help you overcome that problem?

Where are the most lucrative markets for your products overseas?

We have a lot of experience here, what do you need to get the job done quicker or easier?

Where do you see the need for extra expertise or help to get this job done?

I've found it's kind of difficult to get everyone to agree on the plan of action, how have you accomplished that?

Create Empathy

When can we get together to investigate this a little more deeply?

Understand Background

How long have you been selling overseas?

Create Desire

Would it be difficult to sell using an outside professional service to your people?

What kind of success have you had?

How would international business benefit you?

What kind of commitment do you think it might take from your side to accomplish this?

Could you see your company doing something like this?

Test an Idea

What if we set-up a foreign trade desk in your office, came periodically and worked from it, would that fit in with the office environment?

Is it better to present these ideas in finished form to just you or to a committee?

Do you think that these methods of ours could fit into your company structure?

Clarify

I understand that you want ... Is that exactly what you want to have happen?

You said ... Is this the correct understanding?

What kind of work of ours aligns most closely to your ideas ... or?

Identify Benefits

Would the kind of results within the time frame we discussed fit into your company's needs?

Our methods tend to be highly organized and focused, would this create any problems in daily work?

Do you see any ways that our services could lighten the workloads or remove responsibilities from someone who

would be better used devoting full time to other priorities?

Get Commitment

How long would you want to take to get these results?

Where would an outsource service like this fit in your operation.

Can you see any benefits for your company in what we do?

Well, what do you think?

Get Action

If I get this proposal to you by ... when do you think you could have some answers?

When can we begin? How soon do you want to see results?

Great! How can we help make that happen?

Close

Would ... be too late to begin?

When should we plan to start meeting your people?

Would an aggressive program or a step-by-step program work better in your company?