


50 POWERFUL RURAL SALES QUESTIONS



RURAL SALES PROGRAMME: WORKSHEET #2

Ask the right questions to get the right answers.

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- 1) How do you think we help you specifically?
- 2) Could you please give me a bit of background and context to this?
- 3) Why are you looking to achieve most with this work/project?
- 4) Why isn't this service/product/situation/issue working for you right now?
- 5) Can you tell me a bit more about your current situation/problem?
- 6) How long has this been an issue/problem for you?
- 7) How long have you been thinking about this?
- 8) How is it currently impacting your organization/customers/staff?
- 9) How much is the issue/problem costing you in time/money/resources/staff/energy/turnover/churn?
- 10) How much longer can you afford to have the problem go unresolved?
- 11) How did these problems/issues first come about? What were the original causes or triggers do you think?
- 12) How severe is this problem for you?
- 13) Why do you think this problem has been going on for so long for you?
- 14) When do you need this problem fixed by?
- 15) What kind of return or payoff will you be looking for if you get a successful response to your problem?
- 16) Can you make an educated guess as to how much it costs you?
- 17) Why have you been dealing with this problem for so long?
- 18) Why do you think it is happening?
- 19) What bothers you the most about this situation/issue/problem?
- 20) What are you currently doing to address the problem?
- 21) What have you done in the past to address the problem?
- 22) Have you used this type of product/service in the past to help?
- 23) Does this affect other parts of the business?
- 24) What has prevented you from fixing this issue in the past?
- 25) What kind of timeline are you working to get this fixed?
- 26) What is it costing you?
- 27) What is your strategy to fix this problem?
- 28) Is this problem causing other problems?
- 29) What practical options do you have to address this specific problem?
- 30) What kind of pressure/stress/risk is this causing you and the business?
- 31) Does your competition have these same problems?
- 32) What has made you want to look into this problem now?
- 33) In a perfect world, what would you like to see happen?
- 34) What options are you currently looking at?
- 35) What options have you tried before?
- 36) What is the biggest problem that you are facing with this?
- 37) What other problems are you experiencing?
- 38) What are you using/doing now?

- 39) Is there anything I have overlooked here?
- 40) Have I covered everything?
- 41) What alternatives have you considered?
- 42) Have you got any questions you'd like to ask me?
- 43) What is important to you in finding a solution to this?
- 44) What are your top three requirements that this solution just has to have?
- 45) How soon would you like to move with this?
- 46) What three key outcomes do you want from this?
- 47) What other factors have we not discussed that are important to you?
- 48) Are there any other areas I haven't asked you about that are important?
- 49) What sense of urgency do you have here?
- 50) What else should I know?

WAS THIS HELPFUL?




We've created several rural sales modules and courses for rural companies just like you to take the next step.

**Do you have a documented sale process that gives you certainty?
Do you want to be a trusted advisor that creates qualified inbound leads?
Are you struggling to motivate your sales team and lift their performance?**

We have invested years and our hard-earned money studying, reading, researching and applying scientifically-proven sale tools and systems which we've then designed specifically for the rural sector.

We use insights from proven behavioural economics, neurology, consumer psychology and social science studies that we use to help your own sales scenario.



WHAT ARE YOU WAITING FOR?

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