10 CRITICAL MEDIA SALES QUESTIONS

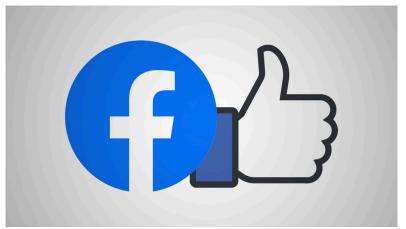


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Can you tell the intelligence of a person based on the questions that they ask you?



Top 3 worst questions according to 600+ surveyed buyers.



Top 3 Bad Questions

Tell me more about your business?



Top 3 Bad Questions

What are you currently doing to market your business?



Top 3 Bad Questions

What's your budget?



How does the thought of an interrogation make you feel?



Be careful about NEEDS assessments.

They often reveal WANTS vs NEEDS.



89% of buyers would rather go to the dentist than sit through a needs assessment or talk to a salesperson.



WHAT ARE YOUR 10 CRITICAL QUESTIONS?



1. When you agreed to meet with me, what business challenge or problem where you hoping I could help you solve? Or... Version #2



1A. If you could wave a magic wand, so to speak, what business challenge could I help you resolve?



2. When you think about marketing your business do you want to be seen as present, competitive or dominant?



3. If we could create the perfect marketing campaign for you what do you want to see happen?



4. Which company or competitor do you feel does a great job marketing?



5. Would it be helpful for me to show you what other successful business owners are doing to market their business?



6. If we could help you bring in **one new customer** what would that mean to you?

Or, what is one new client worth to you?



7. Three step question to identify pain.

What is the biggest problem your business is facing right now?

How long has that been an issue?

What marketing have you done to try and fix that issue? Or, how much have you spent trying to fix that problem?



8. Are they any new products or services you will debut in the next 6 months? Let's plan ahead together.



9. Do you have any **videos** to promote your product/service?



10. Tell me about your Spring, Summer, Fall and Winter promotions? Or, tell me about your upcoming promotions?



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