

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.

Source: Brain Swell Media 600+ advertiser survey



Top 3 Bad Questions

Tell me more about your business?

Source: Brain Swell Media 600+ advertiser survey



Top 3 Bad Questions

What are you currently doing to market your business?

Source: Brain Swell Media 600+ advertiser survey



Top 3 Bad Questions

What's your budget?

Source: Brain Swell Media 600+ advertiser survey



**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?



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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?



10 Critical Questions

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?



10 Critical Questions

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



10 Critical Questions

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



10 Critical Questions

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



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