

10 SALES-APPROVED QUESTIONS FOR LEAD QUALIFICATION

Marketers spend a lot of time, money, and effort developing programs to generate pipeline. But so often, they don't know what sales is actually looking for in a lead. These qualifying questions will help marketers deliver the leads that sales wants, prove the value of marketing, and drive revenue for the business.

1. What is your biggest challenge right now?

First, determine if your product can solve the prospect's pain points, or when solving for multiple, which is the most critical.

2. What is your company's top priority?

Ask your leads about their company's priorities, so sales can provide resources that show tangible results with your product.

3. How do you want to impact your company this quarter?

Insight into personal or departmental goals helps sales tailor follow up conversations and reinforce the benefits of your product that will help the prospect reach those goals.

4. How do you think your company stacks up against competitors?

If a lead is benchmarking their organization below the competitive threshold, sales has more fuel to follow up and create urgency around the need for your product.

5. What is most important to you in a new product?

By asking a lead what is most important to them in a new tool, sales can more effectively position your product by highlighting the most relevant parts.

6. What solutions are you already using?

See what solutions your lead is currently using, so sales can determine if and how your product will complement the existing technologies in their stack.

7. What existing systems do you need to integrate with?

Determine if your product supports integration with the prospect's existing tools, and if not, sales is able to easily disqualify them.

8. What is your timeline for adoption and deployment?

Understanding how quickly the prospect is looking to implement your solution is a good indicator of buyer intent and budget.

9. How big is your team?

Help sales get a better idea of the number of seats the lead will need, and the size of the deal.

10. What can our company offer you next?

Ask the lead what they want next from you, whether it's a product demo with sales, a case study they can share with other decision makers in the company, or maybe nothing.

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