

Reconnaissance Selling



EXAMPLES OF RECONNAISSANCE QUESTIONS

1. Assess the Situation.

- Within the next 12 – 24 months, what do you see as the most critical opportunity areas for your _____ (sales team, company, IT dept, etc)? How are you planning to address these?
- How are you currently handling . . . ?
- Have you investigated . . . ?

2. Determine the Scope of the Opportunity.

- What's driving this initiative to _____?
- Will you address this all at once or over the course of several month?
- Have you considered the implications of this to _____?

3. Define the Prospect's Desired Outcomes for this Project.

- What specific outcomes do you want to achieve as a result of _____?
- When you achieve _____, what will this help you accomplish?
- How will you measure success?

4. Understand Where the Prospect is in their Buying Process.

- What do you need in order to move this project forward?
- What challenges or factors do you foresee that might undermine your ability to secure approval to move this project forward?

RECONNAISSANCE QUESTIONS

5. Identify who the key decision maker is and what the approval process looks like.

- Who do we need to invite to the table, and on what timing, in order to secure the approval to move this project forward?

6. Determine the prospect's sense of urgency and timeline.

- When did you plan to have the _____ completed? And that timing's important because . . . ?

7. Assess if Your Company has the capacity.

- Internally: Does we have the internal manpower to handle this project at this time?

8. Identify other suppliers the prospect is talking to about this project.

- May I inquire as to who the other companies are that you are talking with?

9. Determine if the project has been funded; If not, how/who will fund the project?

- Has the money to fund the project been allocated?