



Reconnaissance Selling



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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?



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- 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?