



EFFECTIVE QUESTIONS ARE SITUATIONAL

Instructions for Brainstorm Activity

Divide into two or more small groups. Each group will be assigned a different sales situation. Use the space on this page or a flipchart to brainstorm a list of effective questions for the sales situation assigned to your group.

Sales Situations

Sales Situation #1: You are meeting with a new prospective customer for the first time and know very little about this account.

Sales Situation #2: A new sales opportunity is available at an existing account because one of your competitors had a recent problem at this account.

Sales Situation #3: There is a new key contact (purchasing agent, technical person, etc.) at one of your existing customers and you are meeting this person for the first time.

Sales Situation #4: _____

Brainstorm List of Questions

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