

FRONTLINE SALES ADVISORS

Lead Generation and Outsourced Sales and Sales Strategy Development Services

Questionnaire

Contact Name(s) _____

Company Name _____

Address _____

Web address _____ Phone _____

E-mail address _____ Fax _____

Goals of the program – Please describe in detail what type of service you are looking for (lead generation, strategy development, in person appointments, customer service needs, market research, follow up, other?)

What results would you like to achieve with this type of service?

Contact list / Database

What are the contact titles you would normally target when making calls? Example: Practice Administrator, Director Supply Chain, Regional Vice President, Chief Financial Officer, etc. How do you typically get in front of them? How have you been successful reaching them?

Gathering more information with qualifying and probing questions:

What questions are important and what information are you looking for in order to qualify potential clients? For Example: Do you have a contract? When does it come up for review?

Other information and sales materials:

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Are there collateral and sales materials available for training, developing a scripting program, and to send as follow up to prospects (recent sales letters, brochures, literature, white papers, email templates, etc.)

Industry & Company Information:

Give an overview of the industry, trends, etc., and an introduction to your company and the products and services you offer.

Target market:

Who is the ideal customer(s), the buyer persona, decision maker and is there a specific geographic market for the product or service?

Goals & Sales Strategy:

What are the annual revenue/new business goals? Provide an overview of your current sales strategy and pipeline development activities.

Competition:

List your top 5 competitors and describe how the company compares to each. Provide examples of key differentiators for each competitor

Objections:

What are the common objections to your product or service and the possible responses?

Challenges:

What are current sales challenges or obstacles to generating new business?

New business/lost business:

Describe examples of recent business successes and lost opportunities and possible reasons why.

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Please provide any additional comments that might be applicable to development of your program.