

Custom Question Recommendations

**Use custom questions to gather useful information to help your lead follow up process instead of using them to disqualify good prospects. Here are some we recommend:**

1. What is your current \_\_\_ solution? (select all that apply)

* Solution A
* Solution B
* Solution C
* Solution D
* Solution E
* Solution F
* Other \_\_\_\_\_ (require write-in answer)

**\*NOTE:** Asking this question provides your sales reps with an easy way to follow-up with a value proposition. Be prepared to show what value your solution adds that that their current solution doesn’t. This type of question is a strategic move for your follow-up strategy.

2. Select the challenges you are facing with regards to your \_\_\_\_: (ex: application delivery, network security, content creation etc.) (select all that apply)

* Challenge 1
* Challenge 2
* Challenge 3
* Challenge 4
* Challenge 5
* Challenge 6
* Challenge 7
* None of the above

**\*NOTE:** This is another great way for your sales reps to follow-up on the leads by offering up a value proposition. Ask this question to learn their pain points, then use it to show how your solution can solve these pain points. This question is a great way to transition into a meaningful sales conversation.

3. When is your company evaluating new software solutions?

* Now
* 6-12 months
* 12 months +
* Undecided

**\*NOTE:** Questions like this can help you decide which leads should go straight to your sales team and which leads would be better to go through a nurture stream first. We recommend using “undecided” instead of “no, never, we’re not, etc.” otherwise it can lead to a dead-end conversation when following up.

4. What role to you play in the decision making for a new solution?

* Decision Maker
* Influencer
* Researcher
* None

**\*NOTE:** This allows you to understand each person responsibility within the buying journey and to know who you will be engaging with once you are following up with the prospect.

What Questions to Avoid

1. Would you like to receive a demo?

* Yes
* No

2. Would you like to receive more information?

* Yes
* No

**\*NOTE:** Although it is extremely tempting to ask these questions in the hopes they answer yes, we have to be realistic when it comes to how many people will give that answer. If the prospect answers no, then you are now faced with a problem when it comes to following up with the lead.