



Sales Qualifier Questions

Powerful sales questions are the key to helping you determine if a prospect you are meeting with is qualified to work with (and if they are ready to buy). And, well crafted questions will help you get PRE-SOLD leads on your calendar.

(Thought Leader or Brand Stance Content)

Step 1: Mindset is everything here. So let's dive deep before we get started today.

- How do you want your potential clients to VIEW you, as an expert, before they enter a sales conversation with you?
- What does PRE-SOLD Leads mean to you?

Step 2: What are the absolute 3 MUST HAVE qualifiers someone must have in place to work with you?

- (Qualifier 1): Have you developed an offer to sell (1:1 or group program/course) for your business?
- (Qualifier 2): Tell us a little bit about you and your business. What's your mission? Why do you do what you do?

- (Qualifier 3): We work with coaches, consultants, and service-based business owners who run/operate a business, as their main source of revenue. What stage of business best describes you? (choose one)

Step 3: What are three things you need to know about your potential client before you have a sales conversation with him/her?

- (To know 1): How long have you been in business?
- (To know 2): On a scale of 1 to 10, with 1 being "Not joyful at all.", and 10 being "I'm on joy overload, baby!", how much joy are you experiencing when it comes to marketing and growing your business?
- (To know 3): What is the biggest problem you're facing in your marketing right now?

Step 4: Clarity is KIND. What kind of time, energetic and financial investment is required to work with you?

- (Time and financial investment): Do you have the resources/money to invest without causing undue financial stress? Our 12-month results-driven messaging mentorship group program (copy and content) is \$300 per month.
- (Energetic investment): Are you prepared to go ALL IN for yourself and your business? Meaning, you have the time and energy to show up for your business?

Resources: Sales Qualifier Questions

<https://joyfulbusinessrevolution.as.me/60marketingstrategyAmy>

*Note - to view the questions, please pretend to book a call picking a date/time, to review the questions.