



PROMPTING QUESTIONS FOR DISCUSSION WITH PROSPECT

1. **Tell me about what your business does...**
 - What do you do? What are you responsible for?
 - Take me through your workday...
 - How has your industry changed in the past six months?
 - What has changed in the way you do business?
 - What changes do you expect to see in the near future?
2. **What are the results you want to achieve?**
 - Do you want to save time and money involved with manual paperwork processes?
 - Do you want your employees to spend more time onsite vs. going back/forth to the office?
 - Do you want more customers without spending money on advertising?
 - Do you want to take on more jobs without hiring more people?
 - Etc.
3. **How do you want to achieve them? When would you like to achieve these results?**
4. **Walk me through a specific workflow. For example,**
 - How do you get customer orders? How do you send out orders to the field?
 - How do you know what's on your trucks at all times? How do you manage / track inventory?
 - How does your workforce...?
 - Clock in and out.
 - Create and share documents such as work orders.
 - Schedule and dispatch team members when a new order comes in.
 - Collect payment from customers.
 - Keep track of your employees, your fleet, and your assets in real-time.
 - Etc.
5. **How is this process working out for you? Is your current solution not solving these as well as you would like?**
6. **What would it do for your overall situation if you could handle this workflow more effectively?**
7. **Good news, I can help with that! Have you considered a digital tool (an app) that your employees can use for this workflow?**
8. **Let me tell you a story about someone in a similar situation to yours... One compelling storytelling format is known as the STAR Story.**
 - The Situation helps to set the stage for the rest of the information you will share as part of your story. It describes the environment that another customer was in when you first met them as a prospect. This narrative should be described in a way that the person you are speaking to can relate to in a similar capacity, by job title or the role that they play in their organization, or by the business environment that was unfolding.
 - The Trial part of the story describes the challenges(s) that your other customer was facing during the situation described above.
 - The "Ah-ha" moment is the part of the story when your customer made the connection to the capabilities or solution that you offered as a way to solve their challenges.
 - The Result is the positive outcome that you helped your customer to accomplish. Be specific in your description of the quantifiable outcomes that resulted, whether it was monetary, a percentage increase, a numeric value improvement or a morale lift.
9. **Let me show you this feature in action.**
 - This is perfect for you if... / This is for you if...
 - What features are a must-have?
 - Why do you need these specific features? Are they really worth \$\$\$ more than our offering?
10. **Who do you use for payroll, accounting, etc.?**
 - Good news, we integrate with that platform!