

Example of Contact Level Prospecting Questions

Title	Responsibilities	Concerns - Rational - Reason for Buying - Needs/Challenges, Problems/Pains	What questions would you ask to guide the conversation towards your solution?
CEO, CFO, CIO, CTO, CKO, CSO, Chairman, President, Bureau Chief, Chief Administrator, EVP, VP or Assistant VP, Administrator, or Provost.	Increase Revenues Reduce Risk Decrease Expenses Overall performance Overall Infrastructure	Very secure. Adaptable. Low total cost of ownership. Usability or ease of use Efficient and effective. Dependable. Faster, Better, Cheaper or Easier. Increase, or Decrease, More or Less.	What types of accounting solutions are you currently using? What do you do when a mistake occurs? Who besides yourself gets involved with the decision?
Director of a Specific Department or an Assistant Bureau Chief or Dean of a School.	Delegation. Administration. Evaluation. Implementation.	Head count. Meeting management goals. Staying on time and on budget. Faster, Better, Cheaper or Easier. Increase, or Decrease, More or Less.	What types of goals has management set for your department?
Manager, Product Line Manager, Associate or Deputy Administrator.	Testing. Analysis. Validation. Usability.	Downtime. Cost of retraining. Cost of overtime. Faster, Better, Cheaper or Easier. Increase, or Decrease, More or Less.	What do you think it will cost you to retrain your department?
Data Entry Persons, Clerks, Receptionists, Salespeople.	Enter data Analyze data Use data	Ease of use. Impact on performance. Faster, Better, Cheaper or Easier. Increase, or Decrease, More or Less.	How important is ease of use to you?

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Example of Line of Business

Prospecting Questions

Line of Business Title	Responsibilities	Concerns - Rational - Reason for Buying - Needs/Challenges, Problems/Pains	What questions would you ask to guide the conversation towards your solution?
CIO/VP of IT or IS	Decrease expenses associated with IT expenditures. Develop reporting and integration standards. Effectively serving broad range of users. Compliance and Statutory issues e.g. Sarbanes-Oxley and HIPPA	Integration of multiple systems. Data security. Data availability. Data integrity. Non-standard IT purchases.	What happens if there is a breach of security? What are the costs associated with having multiple systems?
VP of Sales	Increase revenue Decrease Cost of Sales Inventory availability. Revenue/Sales forecast Winning deals Opportunity Management	Up selling/Cross selling. Sales Rep Performance. Forecast Management. Sales Training/Selling skills. Competitive edge. Losing deals.	How do provide the information your sales reps need to close a deal? What types of data do you need to perform forecast management?
VP of HR	Payroll Benefits Policies/Procedures Job Classification/Skills Hire/Fire	High level of manual effort to work between systems. Overhead to bottom line. Wrong people/Wrong place. Turnover.	How do you maintain the confidentiality of your employee's records? How many systems require manual input?
CFO	Annual Report. Financial Reporting. SOX, FCC and Compliance. Fiduciary Responsibility. Accounts Receivable/Accounts Payable	Lower Costs Raising funds at the lowest possible cost Having adequate funds for capital investments	How often does your organization make capital investments? How do you plan to reduce your operating costs over the next 3 to 5 years?

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Line of Business Prospecting Questions

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