

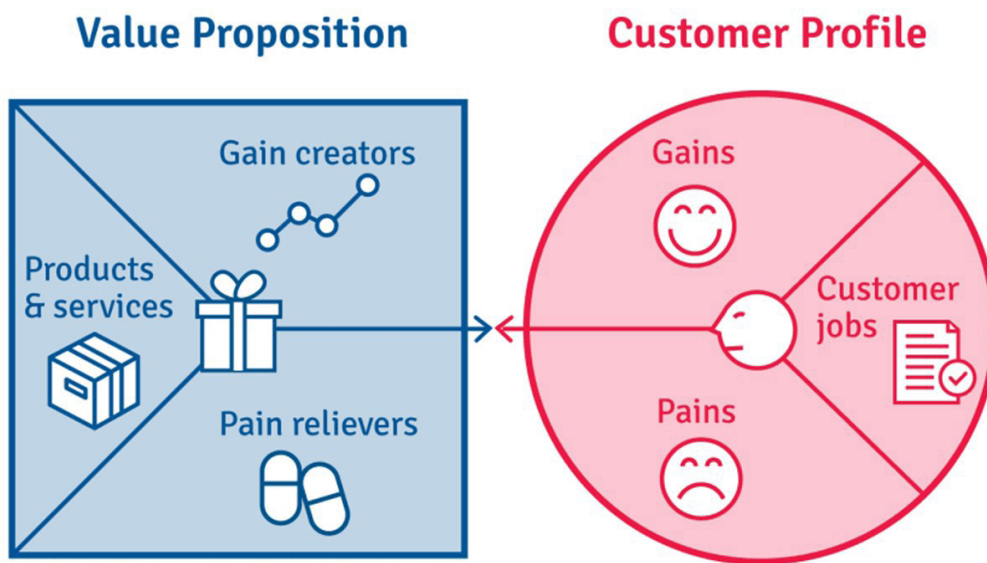


Accelerate Consulting

**10**

**QUESTIONS  
TO INCREASE  
YOUR SALES**

# 10 Questions to Increase Your Sales



#1

What do your customers value and not value about working with you?

It's important to know and be very clear about those 3 or 4 things that make customers come back to you

#2

Are sales slowing? Do you know precisely why?

It could be due to outdated competitive and market positioning, inadequate products and services, the skills of the sales people or poor sales leadership, weak marketing and limited brand exposure

Any of these reasons and many more against a backdrop of the current Covid-19 pandemic.

#3

## Are you always chasing new business?

If you're always chasing new business and find it difficult to win repeat business from existing customers, then you need to find out why your customers are not totally happy.



#4

## Who are you targeting? (sector/sub-sector/job title/stakeholders)



What market sectors and sub-sectors are you going to focus on targeting?

You need to be very clear and detailed about your targeting plans and how your offerings match your target profiles.

Who holds the power / influences buying decisions?

#5

## For each of these target groups, what risks do your customers perceive if they choose to work with you?

Understanding risk means that you can attempt to mitigate that risk. This requires honesty, insight and research.

A typical risk for smaller companies might be size – you may be perceived as too small both financially and number of people.

You need to know.



#6

## What 'pain relief' do you offer your customers?

You need to be able to explain what pain your offerings will take away from customers. What business issues or problems can you resolve for them?

Can you put yourself in your customers' shoes and help them to address the business issues they face?



#7

## What are your offerings that will both relieve this pain and add measurable value?

Can you describe your offerings in detail and how all your offerings fit together?

If you can't, then you need to spend more time with your customers understanding how your offerings make a difference to them.

You need to know and be able to quantify in detail what each offering does, how it saves time, reduces costs, increases revenue, improves productivity etc



#8

## How are you different from your competition?

Do you know who your competition really is, as well as the substitutes and alternatives to your offerings?

How do those differences translate into benefits and real value for customers?

If you are not clear then you need more research in order to be able to demonstrate and differentiate your value within this new competitive landscape.



#9

## How do you provide evidence to support your claims of value?



Do you have case studies and customer testimonials, total cost of ownership, articles or papers written together with customers that supports your claims about your results that can be made public?

Are you providing enough proof to your prospects and customers or is lack of evidence prolonging your sales cycle?

#10

## Have you clearly constructed your Value stories and messages across all internal and external comms?

External messaging is about layering, using a mix of channels and mediums to build confidence in your potential buyers, so that you can deliver their expectations of value.

Buyers do more research than ever and most of it is carried out before they begin any discussion with sales

Ultimately value is defined by your customers and their experience of your business and not by what you say about yourself.

How many potential sales or customers are lost because emotional needs are not understood or even considered?

Customers' buying decisions are never one-dimensional.



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