

### Qualifying & Disqualifying Questions

These happen early in the sales process via emails, phone calls and in early meetings. Inside these questions you want to know the timing and intensity threshold, and get a sense of the money and their process to keep you from wasting your time and shaping future proposals.

Your turn! Write down some qualifying and disqualifying questions for a current deal.

### Information Questions

These are gathered throughout the sales process to inform your presentations and proposals to make your interactions more valuable when customizing your approach. The questions are gathered to transfer information from their organization to you.

- **Speed:** How fast do things have to happen and what kind of cycle times will you be dealing with in their buying process?
- **Scale:** How big is their particular problem?
- **Scope:** How are they going to define that problem inside of their definition inside of their proposal?
- **Specifications:** Do we have certifications, technology required, location, geography, etc.?

Your turn! Write down some qualifying and disqualifying questions for a current deal.

### Persuading & Directing Questions

These questions demonstrate your expertise in the overall process and help to lead people to think about their solution. These questions circle around competitors, priorities and threshold.

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