



In this issue: **Industrial Qualifying Questions**

Strategic questions allow you to gather information, determine if the prospect is a good fit for your services, and allows you to direct the conversation based on their specific needs.

Qualifying questions are designed to determine if the facility meets your basic requirements while probing questions allow you to probe for more information and determine which key points to emphasize.

Questions to ask

The questions that we ask before setting an appointment vary based on each client but typical questions include:

How much square footage do you have under air? This question allows us to qualify the building based upon the size of the facility and often times, it will uncover other facilities or buildings under their existing control.

Are you currently under a service contract and when does that expire? This question allows us to determine if there is opportunity in the near future.

How many units do you have? Often the prospects will describe the units (rooftop, chiller, etc).

Is there anyone that we should involve in the decision making process? This question allows us to quickly determine if the contact is the sole decision maker and allows us to determine if there are parties that might be involved in the decision.

Strategic questions can be customized based upon your specific needs and requirements.

Contact Us Today - Please do not hesitate to contact us at (888) 443-5247 if you would like further information or would like a complete proposal

Program Benefits

- *Qualified sales leads and appointments*
- *Sales Prospecting in your area*
- *Customized program to suit your needs*



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