

Questions to Ask on Every Deal

1 What are the business issues driving a compelling event related to this target opportunity?

2 Who do these business issues impact the most?

3 How will the customer make a decision?

4 How does our solution align with the decision criteria?

5 Who are we competing against?

6 What are our strengths? Where are our gaps?

7 What is our strategy moving forward?

8 What are our most critical next steps?