

# Sales Discovery Questions

Once a client has been qualified these discovery questions were designed to uncover business & media needs. This example is specific to advertising sales.



## BUSINESS

- How will you achieve growth this year?
- What are your most and least profitable products/services?
- What are your key priorities for the year ahead?
- What are your biggest challenges?
- If you understand their challenges: With XYZ challenge, how will you address this issue?
- How will ABC industry trend impact your overall business?
- Who do you consider your key competition?
  - How are you differentiating yourself from the competition?
  - Where are you stronger and weaker vs. your competition?
- How do you measure success? For your brands/ for yourself?
- What are you doing differently this year?
- What one thing would you change about your current business situation and why?



## MARKETING & MEDIA

- How does your strategic planning process work?
- Who is responsible for your Twitter account and how do you feel about your current strategy?
- How does digital fit into your overall marketing strategy?
- What is the creative that is currently running?
  - Are there any new creative launches/campaigns planned for this year?
- How is your marketing team structured (designed to get at who makes decisions on media)?
- Who are key partners at your agency?



## AGENCY

- Describe the target and what he/she has going on in a typical day?
- What is the demographic profile of your target audience? Probe for various characteristics.
- Can you tell me a little about the media they consume?
- How will you be measured for success with this client?
  - Uncover to learn if they care/and will pay for ideas vs just focused on the right media - right place
- Which products and campaigns will be supported by media this year?
- How will your media plan be different from last year?
- Who is my key competition for this business and why?
- What kind of program does the team want to bring to the client?