



## In this issue: Refrigeration 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 and are different for each sector of the energy market but here are few examples:

Can you tell me a bit about your refrigeration equipment? How many units do you have? With those questions, we are assessing the viability of this prospect.

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.

Are you happy with your current vendor? Often the prospects will begin to describe issues or concerns with their current provider. This information is vital since it indicates what the sales rep should focus on during the appointment and dramatically increase success rates.

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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