Entrepreneurial Selling v4.0

Qualify, qualify, qualify Professor Craig Wortmann

Craig Wortmann's Qualifying Questions

These are qualifying questions we used in my second company, a web analytics/SEO firm. Your job is to re-imagine and re-word them for your industry. Remember...the three most important qualifying questions are budget, timeline and decision-maker.

How will your firm establish the budget for a project of this size?

Is what kind of timeframe do you hope to make a decision on this initiative?

Who will be involved in this decision?

What is your biggest barrier to increasing business?

What role does the web play in your sales cycle?

What level of organizational energy exists at [company] for an effort like this?

How much do you know about your competitors' web presences?

What priority does your leadership team place on leads coming from the web?

What kind of website improvement efforts are you engaging in?

Has your company ever engaged in paid search? If so, to what degree, and was it considered a success?

Has your current website been optimized for search?

Do you currently use a CMS system to manage your site?

What form of site analytics do you use?

Do you get the information you need from your site analytics to inform your business?

Who currently manages your site, internal resources or an outsourced firm?

Have you engaged in SEO activities? What has your experience been?



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Have you used/are using Paid Search? What has been your experience?

What kind of budget are you working with for this endeavor?

Do you feel that you have executive support for this initiative?

