



***Conversations with Kate***  
**PROGRAM No. 1**  
**The Seven Biggest**  
**Mistakes Salespeople Make**  
**Program Pointers**

**Resources for Researching a Company**

- The Organization's Website
- LinkedIn
- Facebook
- Manta Connect
- Google News
- The Thomas Register
- Hoovers

**Facts to Research About the Organization**

- Name and correct spelling of your contact
- Size of organization
- Annual sales growth
- Product line or services
- Demographics of top management and their backgrounds
- Geographic locations
- Location of corporate headquarters
- Number of plants, offices, etc.
- Organizational structure
- Recent mentions in the news
- History of organization
- Customers demographics
- Competition

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**Fifty Possible Questions to Ask During a Sales Call**

1. Why did you agree to meet with me today?
2. What is going best in your business right now?
3. What is your biggest challenge?
4. What encouraged you to start this project now?
5. If you could wave a magic wand what would you change?
6. What problem or challenge would have the biggest impact on your business if solved?
7. What worries you the most about your business?
8. What has changed in your business the most in the last five years?
9. In the ideal world, what would you like to see happen?
10. What are your objectives this year?
11. What are your options next year?
12. Would you please describe your organization's decision process?
13. Would you please rank the current state of your business on scale of one to ten?
14. What is your organization's vision and mission?
15. What is your company culture like? Why?
16. What are your team's mission and vision?
17. What is the best thing that happened last year?
18. What is important to your boss?
19. What is important to your team?
20. Would you tell me about your roles and responsibilities...?
21. What is important to you?
22. Where do you want to be in two years?
23. Where do you want to be in five years?
24. Who do you admire in business and why?
25. How long have you been with this organization?
26. What do you like about what you are currently doing?
27. What don't you like about what you are currently doing?
28. What can you tell me about your priorities?
29. What would make you a hero?
30. What business books do you like?
31. What drives you crazy?

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32. What do you like about...?
33. What do you dislike about...?
34. Who is your competition?
35. Which competitor do you worry about the most?
36. Who is your best supplier and why?
37. What do you want out of a good rep?
38. How do you define an ideal supplier relationship?
39. When are your peak revenue times?
40. Who are your best customers?
41. How can I add value?
42. What else should I know about your business? Why?
43. What can you tell me about your decision-making process?
44. How do you handle budget considerations?
45. What other options are you considering?
46. How will you be evaluating different options?
47. What can you tell me about the people involved in the process?
48. What obstacles do you see that would prevent this project from going forward?
49. How will this project get funded?
50. How much support does this have at the executive level?

**Ways to Follow Up**

Thank-you note  
Phone call  
Small gift  
Useful book  
Articles  
Seasonal cards  
Introduction to other people

For additional information about sales training for your group or to speak with Shawn Doyle directly, please contact us at [info@businesstrainingworks.com](mailto:info@businesstrainingworks.com) or by telephone at 301-934-3250.

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