



SALES TEAM MARKET INSIGHT QUESTION CHECKLIST

BACKGROUND INFO

- What is your elevator speech?
- Who are your top competitors?
- What do you feel is the current perception of your company in the marketplace?

SALES & MARKETING CHALLENGES

- What are your top sales and marketing challenges?
- How do you think these challenges need to be addressed?

CURRENT CLIENTS & PROSPECTIVE CLIENTS

- Who are your current clients?
- What are their typical pain points?
- How were most acquired?
- Who are you typically communicating with within an organization?
- Who are your ideal prospective clients?

SALES PROCESS

- What is your typical sales process?
- What tools are you using to sell?
- Do you feel you have the sales tools you need?
- How do you nurture sales that are in the pipeline?
- What is your most difficult weakness or obstacle(s) to overcome in closing the sale?

WEBSITE OBJECTIVES & REQUIREMENTS

- Do you feel the website effectively communicates your company's brand and offerings?
- What actions do we want people to take when they go to your website?