

Sales Techniques: 6 Must-Ask Questions for the New Year

Video Script



Get six questions to deepen relationships with prospects and customers. [VIEW VIDEO NOW](#)

Hi, welcome back, Nick Miller, Clarity Advantage, here to suggest six questions to ask prospects or customers as they plan or kick off a new year.

The idea is: understand their direction and priorities and, maybe, give our clients and prospects opportunities to “rehearse” their answers, try out ideas, seek our reactions. So, while we could ask dozens of questions, here are six to start the ball rolling:

“What are you most looking forward to in the coming year?”

Depending on the setting, social or business, answers may touch on personal, family, or business points. And, wherever they start, we can easily transition to others by asking, “And how about with your family?” or “And what are you most looking forward to in your business?” In a business setting, a second question:

What are your most important objectives for the coming year?

Here, we can dig in a little deeper, looking for our clients’ or prospects’ ideas about market share, customers, new products and services, internal infrastructure, partnerships, and so on. Next,

Where do you see your biggest opportunities?

Then,

What challenges do you expect as you move in those directions, toward your objectives?

Followed by,

How will you address them?

The challenges and opportunities? Depending on how deep we want to pursue, we can ask follow-up questions like, “How will that work?” and “What will you need to put in place to make that happen?” and “What time frame do you have in mind for completion?”

Then, question six:

How do you expect the year will go from a financial perspective?

Here, we’re listening for insights into sales, costs, cash flow, investments, and funding requirements.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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At the year-end transition, some clients and prospects may be completely buttoned down and many may not be – their plans are still works in progress. Without seeking to sell them anything, we can be curious. At a later time, we can return to them, saying: “You know, I’ve been thinking about what you said, and I have a couple of ideas for you...”