

12 QUESTIONS TO DIFFERENTIATE YOUR SALE

Not all business technology buyers realize cash isn't the only option to buying new technology. They also may not understand the underlying benefits leasing can bring their business. Cash and bank lines can negatively impact a customer's bottom line. Leasing can lessen pressure on a customer's cash flow and doesn't require use of working capital. As you look at each customer's needs, use these questions to better assess, differentiate, compete and sell more long-term contracts.

- 1 What are your top 3 strategic initiatives? Why?**
Uncover plans, challenges, and growth opportunities for the future. This question can help you align a financial solution that fits the customer's current and future needs.
- 2 What are your growth expectations over the next three to five years?**
This question prompts a discussion on how financing can free up funding for growth and mitigate financial risk through an ongoing maintenance program. Tailor lease recommendations to support your customers' growth objectives.
- 3 How do you generate revenue?**
By better understanding how the customer makes money, you will be able to put the right technology in place to maximize their profits.
- 4 Who else is involved in the decision? What is your timeline?**
Determine if any other decision-makers should be part of the conversation so you can be sure you're spending time with the right people. This saves you and your customer precious time.
- 5 What are past examples of using technology to maximize your profits?**
Understanding how the customer is already using technology can shape the direction for a demo. Concentrate your efforts on the most important piece of their business.
- 6 Have you experienced technology costing you money?**
Don't be afraid to ask the tough questions. This one allows you to dig into pain points, isolate issues and uncover the right solutions. It may also help you position a long-term maintenance contract.

7 Does maintaining your cash or working capital have a major impact to your business? Why?

This question will help you understand how important it is to them to have working capital. If it is important, you'll have successfully positioned a lease or rental program.

8 How has technology affected your organization in the past three years?

A discussion around how technology impacts their business can tee up the importance of having a means to acquire up-to-date technology on an optimized schedule.

9 How will this new technology impact your business today?

This validates your new technology sale, creates urgency, and can help shorten the sales process.

10 How would your company be impacted if your system were down for a day? What would it cost you?

Your customer may realize a lack of functioning technology is costly. Downtime is a strong way to justify the cost of a new system against potential loss. It also emphasizes the need for long-term maintenance contracts that protect the customer.

11 Is a factor in your decision the impact to your bottom line? If yes, why?

This helps you avoid price objections by showing the long-term savings that can be obtained through a monthly equipment payment with service bundled in. In contrast, a cash sale would only show a one-time savings on the equipment.

12 What are your greatest concerns for making this decision?

Understand the customer's mindset going into this transaction and overcome objections before the concerns become objections.

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