

# 50 Questions for Strategic Sales Calls

***Ask the Right Questions. Build Stronger Relationships—Close More Deals.***

## Introduction

### Why This Guide Matters

Sales success begins with understanding your prospects. The right questions can transform a cold call into a meaningful conversation, uncover challenges, and position you as a trusted advisor.

This guide provides 50 strategic questions to help you navigate your calls, whether discovering new opportunities, solving problems, or building long-term partnerships.

### How to Use This Guide

- Organise your questions by call type (e.g., cold calls, follow-ups, relationship-building).
- Use this guide as a pre-call prep tool or during training sessions.
- Combine these questions with your CRM insights to make your outreach more personalised and impactful.

# The Questions

## 1. Discovery Questions

### *Understand the Prospect's World*

These questions help uncover the prospect's current needs and challenges.

1. Can you share some insights into your current priorities and goals?
2. What are the biggest challenges your team is facing this year?
3. How has your business evolved over the past year?
4. What's your team's primary focus right now?
5. How do you typically approach solving [specific problem] in your industry?
6. What does success look like for you and your team?
7. Are there any trends in your industry that are influencing your strategies?
8. What prompted you to start exploring solutions for [specific issue]?
9. How do you measure success in [specific area]?
10. What would you like to improve in your current process?

## 2. Insight Questions

### *Encourage Reflection*

These questions help the prospect assess their situation, highlighting gaps or opportunities.

11. How do you currently address [specific challenge]?
12. What has worked well for your team in the past?
13. What hasn't worked well, and why do you think that is?
14. If you could change one thing about your current process, what would it be?
15. What feedback have you received from your team or customers on this issue?
16. Are there any inefficiencies in your current workflow that impact your results?
17. How do you decide on the priorities for your team?
18. What are the most significant risks of staying with your current approach?
19. How would solving [specific challenge] impact your team's performance?
20. What's the most significant barrier to achieving your goals?

### 3. Future-Focused Questions

#### *Explore Goals and Aspirations*

These questions align your offering with the prospect's future vision.

21. Where do you see your business in five years?
22. What are your key goals for the next quarter?
23. How can we help you stay ahead of your competition?
24. Are there any upcoming projects that require additional support?
25. What opportunities are you excited about for the upcoming year?
26. How do you plan to address [specific future challenge]?
27. What role does innovation play in your strategy?
28. Are there new markets or customer segments you're targeting?
29. What qualities do you look for in a solution provider?
30. How can we help you scale your operations in the future?

### 4. Partnership Questions

#### *Position Yourself as a Collaborative Partner*

These questions demonstrate your interest in a long-term, value-driven relationship.

31. How can we align our services with your team's objectives?
32. What would success look like in a partnership with us?
33. Are there additional ways we can support your goals beyond our current offering?
34. How do you prefer to work with service providers?
35. What criteria do you use to evaluate potential partners?
36. How do you see our role in helping you achieve your goals?
37. What's your preferred communication style for collaboration?
38. How can we help you better serve your customers?
39. Are there areas of your workflow where we could add value?
40. What makes a partnership successful from your perspective?

## 5. Problem-Solving Questions

### *Address Immediate Needs*

These questions uncover pain points and position your solution effectively.

41. What's your biggest obstacle to achieving [specific goal]?
42. How have you tried to address this issue in the past?
43. What's holding you back from implementing [desired solution]?
44. How would you describe the impact of [specific challenge] on your team?
45. What's your timeline for solving this problem?
46. What resources do you need to move forward with [specific solution]?
47. What other options are you exploring, and how do they compare?
48. Who on your team is most affected by this issue?
49. How do you prioritise [specific need] in your overall strategy?
50. If this problem were resolved, what would it mean for your business?

## Final Tips for Success

- Tailor your questions to the prospect's industry, role, and challenges.
- Practice active listening—these questions are conversation starters, not scripts.
- Log key engagement into your CRM for effective follow-ups.

### **Looking for more tips and tools to improve your sales strategy?**

Looking for more tools to improve your sales strategy? Contact us at 1-868-325-3745 or visit [www.opaatswy.com/blog](http://www.opaatswy.com/blog) to explore how we can support your team.