



ASKING GREAT QUESTIONS

Selling Paper – Why Great Questions Matter

- Good questions create doubt
- What were they sold and what gets delivered
 - Driving a wedge
- If you could rate your service 1 out of 10
 - What makes it a 10?



Selling Paper – Asking Great Questions

- How do you buy paper?
- Who buys paper for your business?
- Where do you keep your stock?
- What happens when you run out?
- How do you get charged?
- How do you know when your out of paper or when it's time to re-order?
- Who checks your stock in and out?



Asking Questions– Set Yourself Apart

- Most sales reps will just ask 1 question: **how much?**
 - Price is just 1 of many aspects - when you focus solely on that, you leave no room...
If they are cheaper, you lose!
- The prospect should know we are not a delivery service
- **Who? Where? What? Why? How?**
 - Who do you buy it from? Who handles it? So you have a point of contact?
 - Where do you buy it from? Where do you go physically get it?
 - What types of paper do you buy? Why?
 - Why do you buy it from them/there?
 - How do you know you're getting a good price? How often do you check?



Keep Asking Great Questions

- What is your current process for getting paper?
- **Internal:**
 - **Where do you buy it from?**
 - Do you shop around or get from the same place?
 - **Does it get delivered?**
 - How long does it take from order to delivery?
 - What do you do if you run out quickly?
 - **You physically go purchase it?**
 - Who is responsible for going to get it?
 - Wasted time spent going to get it
 - Are you insured for that?
 - Employee going to store is now in a “company vehicle”
 - Car accident = \$\$\$
 - **Where do you get dispensers?**
 - What do you do when they break?
 - Costs to replace them?
 - Who is responsible for maintaining them?



The Meeting – Question Examples

- **Who do you currently get your paper from?**
 - **How long have you used them?**
 - How often do you receive a delivery?
 - What is their process? What does it look like on that day?
 - **Is it set up to be automatic or you place the order each time?**
 - **Do you find yourself buying more than you need to be safe?**
 - Where do you keep the supplies?
 - **Do they physically bring the paper in and check/refill dispensers?**
 - Who does? What else do they do?
 - **Do you get any other products from them? Which ones?**
 - **Do they provide and maintain the dispensers?**
 - How is that handled?



More Questions...

- If you could rate your current paper provider on a scale of 1 to 10 with 10 being the best, what would you score them?
 - **WHY?**
 - What would make them a 10?
 - **Have you asked them to make the changes that would help you get to a 10?**
 - Were they able to help you?
- How long have you used your current provider?
 - **What makes you make a change?**
- If I could show you a better way that we would provide you your requested products and save you money, would you be interested?

