SMARTER Questions

For a detailed description of what SMARTER questions are, and why they are a great aid to selling, please visit the website page. Here are some examples, and as they have to be specific to a customer, I have used examples that IT sales people can relate to – but these are easily modified for other industries.

Strategic Customer

(i.e.: Chief Executive Officer, Chief Information Officer, Chief Financial Officer, Chief Operational Officer, VP Sales, etc...Anyone who has a strategic focus)

- ❑ What are your top 2/3 priorities for the coming year?
- ❑ What do you have to accomplish this year in order to be successful?
- ❑ What challenges will you have in getting there?
- ❑ What is the worst thing that could happen if you don't achieve these goals?
- ❑ How will technology support your strategy?
- ❑ How could it hinder it?
- ❑ How will you beat your competition?
- ❑ How will you succeed given the current state of the market?
- ❑ What, in your opinion, can we do to contribute to your success?
- ❑ What types of solutions would we have to be working on now in order to be a viable partner for your company next year, and why?

IT Manager (*or influencer for network*)

- ❑ What are your 3 most important criteria in choosing a server?
- ❑ If you could improve one thing about your current network operation (relationship with us, server setup, storage, etc...) what would it be? Why?
- ❑ What effect would that have?
- ❑ In order to help design the best networking solution for you and your company could you describe your growth plans for this year?
- ❑ What impact will those plans have on your department?
- ❑ What will it take for you to be successful this year?
- ❑ So that I can get a better idea of what is most important to you, what are your top 2-3 goals for this year?
- ❑ What are the potential obstacles you face in getting there?
- ❑ What impact will it have on your organization if you can't achieve these goals?

- ❑ What specifications will your system need to have to meet your goals?

- ❑ What would the ideal communication between us look like? What impact would it have on you if I were not able to meet those expectations? What options would be acceptable to you?

- ❑ What will be important to you in implementing your IT strategy?

- ❑ What would your ideal network look like? How would that differ from today?

- ❑ What impact does that have on your company? Time, cost etc...

- ❑ What benefit would there be to solving that problem?

- ❑ What plans do you have in place to make improvements?

- ❑ What is your company's growth plan? How does that affect you and your department?

- ❑ I want to make sure that you are able to access information and reach me when it is convenient for you. What would be the best way to accommodate your schedule?

- ❑ Who, besides yourself, will be involved in making the decision

- ❑ If you could implement your current infrastructure again, what would you do differently?

- ❑ What are the 2/3 key issues that this project must address to be considered successful by the business?

- ❑ What is the impact on your business if this project deadline is missed?

- ❑ What business issues are driving the project timescales?

- ❑ Looking at our solution, what things we can do differently to better meet your needs?

- ❑ To ensure we match your needs, can you give me an idea of the budgets involved?

- ❑ How will you measure the success of the project, what does it mean to you personally?