**Sign Sales Open-Ended Questions**

**For “Quoting Efficiency,” The Business of Signs, December 2023**

By Maggie Harlow

Here are some suggested open-ended questions to review before a sales meeting, and to bring up with the client in order to help focus your quoting efficiency and accuracy.

**Information Gathering**

What prompted your company to consider a sign?

What are your expectations and/or requirements for this product/service?

What would you like to see accomplished?

With whom (vendors) have you had success in the past?

With whom (vendors) have you had difficulties in the past?

Can you help me understand that a little better?

What does that mean?

How does that process work now?

What challenges does that process create?

What challenges have the process created in the past?

What are the best things about that process?

What other items should we discuss?

**Qualifying**

Have you purchased a sign before? If so, how was that experience?

What is your timeline for the project?

What other information do you need before moving to the next step?

What budget, if any, has been established for this?

Would you need to stay in a budget range of (insert range) or (insert higher range)?

Aside from price, what other things are important to this decision?

What are your thoughts?

Who else is involved in this decision?

What could make this no longer a priority?

What’s changed since we last talked?

What concerns do you have?

**Establishing rapport, trust and credibility**

How did you get involved in….?

What’s the most important priority to you with this? Why?

What other issues are important to you?

What would you like to see improved?

How do you measure that?

Who else may be looking at the success of this project that I should know about?

Next steps include … (Walk through your process.)