

# Question-based Selling Checklist

Created by the team at [Weflow](#) ❤️

Question Purpose	Example Questions
Get your customers to open up about their goals.	<ul style="list-style-type: none"><li>• <i>“What is your biggest need today? Why is this need important to you and your team?”</i></li><li>• <i>“What are the other goals your team is trying to achieve? Why is this more important than the others?”</i></li><li>• <i>“What are the larger business goals your team is hoping to achieve?”</i></li><li>• <i>“How would achieving this goal bring you closer to your overall business goals?”</i></li><li>• <i>“What happens when you achieve this goal? What comes next?”</i></li><li>• <i>“Does the rest of your company or team see the importance of this goal? Are there other goals that are equally important to them?”</i></li></ul>
See the benefits, outcomes, or value associated with a solution	<ul style="list-style-type: none"><li>• <i>“What is your ideal outcome from achieving this goal?”</i></li><li>• <i>“What would achieving this goal help you accomplish?”</i></li><li>• <i>“How would you benefit from achieving this goal? How would your team benefit?”</i></li><li>• <i>“How would achieving this goal put your team in a better position than they are today?”</i></li></ul>
Understand the unique roadblocks or hurdles preventing them from achieving those goals	<ul style="list-style-type: none"><li>• <i>“Have you tried to achieve this goal? Why weren’t you successful?”</i></li><li>• <i>“What solutions have you tried on your journey to making this goal a reality? Where did they fail? Where did they succeed?”</i></li><li>• <i>“Is there anyone on your team who disagrees with this goal? Who? Why don’t they agree?”</i></li><li>• <i>“What challenges might arise as you get closer to achieving your long-term goals?”</i></li><li>• <i>“If you achieve this goal, what new hurdles might appear?”</i></li></ul>