Generating Effective Sales Questions

Process Agreement

Some general questions to ask at the beginning of a client-intake meeting:

- "We're not sure we're the right fit for your situation. Would it be okay with you all if we begin by asking you some questions about your situation and what you are hoping to get from an attorney – to see if it matches up with what have successfully helped other clients accomplish?"
- "Usually these initial discussions are fairly brief. I'll need about 20-30 minutes of your time for our part, and I'm sure you will need some time for your questions. Then we can mutually decide if we think there might be a fit?"
- "Can I tell you what has worked well for us with other clients in regard to how we've helped them: **[representatives experience examples].** Then we can decide if you think it makes sense for us to continue talking."

Funds

Does this potential client have the financial capacity or funds to pay for your services? They may not have a budget set aside, but they have the overall financial wherewithal to spend money for your services.

Question to ask…

"What is the budget you have in mind when you think about hiring an attorney to assist you with your divorce?"

If they say they do not know, then give them a range from your lowest bill to your absolute highest bill ever and ask them when in that range they think they might be: "Because our cases are very customized to each individual and can really vary, our fees can range anywhere from $5,000 to $500,000 per case. Where in that range do you think you would be most comfortable spending on your case?"

Authority

Are you talking to the person who has the authority to make the decision to buy your services? If the person has the financial capacity to pay for your services if they believe you are credible and will deliver value, make sure you are talking to the person who really has the authority to allocate said funds.

Questions to ask…

- "Can you tell me about the process you use when making a decision like this?"
- "Can you tell me what your decision-making process looks like?"

Interest

Is this prospect truly committed to paying to have their problem fixed? Make sure they are not just 'kicking tires' or hoping to get free advice.

Questions to ask…

- "When were you hoping to hire an attorney?"
- "When were you hoping to have this divorce settled?"
- "When were you hoping to have custody of your children?"

Need

Does this potential client have specific needs that you can solve? These needs may be in plain sight, or they may be latent – hidden deep beneath the surface. In any case, the prospect must be willing to admit that they have a problem or concern that your service can help them solve. Your goal is to ascertain what they've tried that hasn't worked.

Questions to ask…

- "I understand that getting divorced can be very challenging, especially if you do not have the right legal support helping you. What you have done so far in this process?"
- "What steps have you taken to fix this in the past?"
- "What results did you get with that other attorney?"
- "If you weren't talking to us…what would you be doing to address this situation?"

Timing

Does this prospect intend to hire someone to help them solve their problem - and have a specific timeframe for doing so? If the person you are talking with seems qualified, it is essential that you always set a 'next step' for your process. This can be scheduling a meeting, a conference call, or an agreed upon date for them to make a 'yes' or 'no' decision.

Questions to ask…

- "Can we set a date to talk again to review the proposal we create for you?"
- "Can we schedule a date to talk again next week so I can clarify any more questions you might have?"

- “As we are not always the right fit for everyone, it’s okay if you tell us no…. but I think it would be in both of our best interests to schedule a time to reconnect next week regardless to discuss your decision”