

**In this issue: Janitorial Qualifying Questions**

Strategic questions allow you to gather information, determine if the prospect is a good fit for your services, and allows you to direct the conversation based on their specific needs.

Qualifying questions are designed to determine if the facility meets your basic requirements while probing questions allow you to probe for more information and determine which key points to emphasize.

**Program Benefits**

- *Qualified sales leads and appointments*
- *Sales Prospecting in your area*
- *Customized program to suit your needs*

**Questions to ask**

The questions that we ask before setting an appointment vary based on each client but typical questions include:

Are you using a janitorial company now? How many times per week is your building cleaned? This question allows us to qualify the building based upon current cleaning needs.

Are you currently under a service contract and when does that expire? This question allows us to determine if there is opportunity in the near future.

Are you happy with your current vendor? Often the prospects will begin to describe issues or concerns with their current provider. This information is vital since it indicates what the sales rep should focus on during the appointment and dramatically increase success rates.

Is there anyone that we should involve in the decision making process? This question allows us to quickly determine if the contact is the sole decision maker and allows us to determine if there are parties that might be involved in the decision.

Strategic questions can be customized based upon your specific needs and requirements.

Contact Us Today - Please do not hesitate to contact us at (888) 868-8524 if you would like further information or would like a complete proposal.



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