

Commercial Service Sales Qualifying Questions using Levels of Questioning

Level 1

I'm not familiar with everything your company does...Tell me more about (company)?

Describe the facility or facilities you own....

What are your areas of expertise and what is your background?

Tell me about your responsibilities here?

Now, how long have you been with.....?

What impact does the facility have on your daily responsibilities?

Level 2

Are there any concerns you have about productivity, energy or operating the facility?

What impact does the facility HVACR have on your business or operations here?

Tell me the facility services vendors you've been working with...

How does your heating and cooling have an affect on conducting business?

What MEP, (mechanical, electrical, plumbing) Energy or comfort problems exist here?

What issues are you constantly dealing with related to the building and energy?

Have you ever had an energy study or energy evaluation done? Tell me about that.

Level 3

What impact have any problems had on your bottom line?

What affect have any Energy issues had on your ability to generate or protect income?

How do you budget for building energy, operations and maintenance?

How have any facilities services or utility problems had an impact on your budget?

How did you pay for some of those major repairs or upgrades to equipment?

Tell me more about your facility operating and maintaining budget?

SUMMARIZE...

What I heard you say is that these areas seem to be a problem:

- 1.
- 2.
- 3.

Level 4

If we could help you with....1. 2. 3.

Would you be willing to set up a "plan of action" in order for me to present some recommendations so that we could sit down and discuss the best options for you??

How would that recommendation get approved for implementation?

How would your company review a proposal in order to move forward?

What type of payback is acceptable or how would you capitalize a project?

What time frame works for you and your company?

Would you be interested in financing or leasing?

Who else might have some feedback or opinions related to us helping out?