

Commercial Qualifying Questions using Levels of Questioning

Level 1 – Questions about the business and their role, responsibilities

I'd like to be more familiar with your company... Tell me all you do here?

Describe what responsibilities you have here at.?

What are your areas of expertise or responsibilities?

Tell me about your responsibilities here?

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

Level 2 – Questions about the building and HVAC systems

Are there any concerns you have about productivity or maintaining your facility?

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

Tell me more about that...

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

What HVAC or comfort problems exist here?

What issues are you constantly dealing with related to HVAC?

Level 3 – Questions about how the HVAC and the issues have an impact of the finances

What impact have any problems had on your bottom line?

What affect has any HVAC issue had on your ability to generate or protect income?

How do you budget for HVAC operations and maintenance?

How have any HVAC problems had an impact on your budget?

How did you pay for that?

Tell me more about you HVAC budget?

SUMMARIZE...

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

- 1.
- 2.
- 3.

If we could help you with

- 1.
- 2.
- 3.

Level 4 – Questions to qualify the opportunity and commitment of the prospect

Would you be willing to set up a plan 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 time frame works for you and your company?

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