



Top 10 Critical Sales Questions... REVISED!

1. If we could create _____ for you what would it look like and what would you want to happen from ad?
2. How many times do you feel a new customer of yours needs to see your _____ before they make a decision to do business with you?
3. What is your biggest _____ about advertising in this market ?
4. We have a new system in place called 360 Ad Design. This helps you with _____ of your marketing campaign. From getting pictures together to writing copy to helping you with social media. We do it all. Is this a system you would find helpful?
5. What _____ have worked for you in the past? Why did the ads work? What ads have not? Why did they not work?
6. Are they any _____ you will debut in the next 6 months? Let's plan ahead together.
7. How does _____ play a role in your advertising?
8. Do you have any _____ to promote your product/service?
9. Do you have a _____ in place to track your advertising? Dedicated call in numbers, special promo codes, unique web sites, unique URL's, dedicated promo cards, coupons?
10. If I can _____ to you that we can help you create the perfect ad for the perfect price, would you consider running a multi-media ad campaign with us? **Ask for the order!**