



Top 10 Critical Sales Questions... Check List for Sales Success!

1. If we could create the perfect ad for you what would it look like and what would you want to happen from ad.
2. How many times does a new customer of yours need to see your advertising message before they make a decision to do business with you?
3. What are the three main goals you are trying to accomplish with your advertising? Be specific. How long have you been trying to reach these goals?
4. What ad campaigns/types of ads have worked for you over the last 12 months to meet your goals? Why did the ads work? What ads have not? Why did they not work?
5. Are there any new products or services you will debut in the next 6 months?
6. How does social media play a role in your advertising campaigns?
7. Do you have any video to promote your product/service?
8. Do you have a system in place to track your advertising? Dedicated call in numbers, special promo codes, unique web sites, unique URL's, dedicated promo cards, coupons?
9. What is your budget to reach your advertising/marketing goals?
10. If I can prove to you that we can help you meet your goals, (described in #3), for the budget you have specified, would you consider running a multi-media ad campaign with us? **Ask for the order!**