LEAD QUALIFICATION QUESTIONS FOR YOUR CHATBOT

1 BASICS

- What is your name?
- What is your email?
- What is the size of your company?
- What company or project do you plan to use [your tool/service] for?
- What do you hope [product or service] will solve?

2 GOALS

- What is your top priority this year?
- Do you have specific company goals?
- Do you have specific revenue goals for this quarter/year?

3 PLAN

- What are you planning to do to achieve your goals?
- What did you do last year?
- What worked and what didn't?
- What do you want to do differently this year?
- Do you have the right resources available to implement this plan?
- Would you like to hear about how other people we've worked with have implemented similar plans?
- Are you open to new approaches this year to how to reach your goals?

4 CHALLENGES

- Why do you think you'll be able to overcome this challenge now, even though you've tried in the past and you're still dealing with it?
- What are specific issues you think may stop you from reaching your goals?
- How are you addressing these challenges in your plan?

5 TIMELINE

- When do you want to start implementing this plan?
- Do you have the resources to implement this plan now?
- Would you like help thinking through the steps involved in executing this plan, so you can figure out when you should implement each piece?

6 BUDGET

- Do you agree with the potential ROI of [product or service]?
- Are you spending money on another product to solve the problem we've discussed?

7 AUTHORITY

- Are the goals we've discussed also important to the final decision maker?
- What concerns do you anticipate the final decision maker will raise?
- How should we go about getting the decision maker on board?

8 CONCEQUENCES & IMPLICATIONS

- What happens if you do or don't reach your goals? Does the outcome affect you on a personal level?
- When you overcome this challenge, what will you do next?
- Do you stand to get promoted or get more resources if you can hit your goal?
- Would you lose responsibility or be demoted if you don't?