



In Sales - Be Knowledgeable

As a product salesman, some of the most important questions to know and be prepared to answer effectively are:

Product Knowledge

1. What are the key features and benefits of the product?
2. What makes this product unique or superior to competitors?
3. What are the main ingredients or components, and what are their functions?
4. How does the product work, and what are its intended uses?
5. What are the product's specifications, dimensions, or technical details?

Customer Needs and Objections

6. What are the common pain points or challenges that this product solves for customers?
7. How does this product meet the specific needs or preferences of the target customer?
8. What are the most common objections or concerns customers have about the product, and how can you address them?
9. How does the product compare to alternatives or competitors in terms of price, quality, or features?

Usage and Support

10. How is the product used or installed, and what are the recommended best practices?
11. What kind of training, support, or resources are available for customers?
12. What is the product's warranty or return policy?
13. Are there any complementary products or accessories that enhance the product's functionality?

Sales and Pricing

14. What are the different pricing options or packages available for the product?
15. Are there any current promotions, discounts, or bundle deals?
16. What are the payment terms or financing options for the product?
17. What is the sales process, and what are the next steps for interested customers?

By being well-versed in these areas, a product salesman can effectively communicate the value proposition of the product, address customer concerns, and guide prospects through the sales process with confidence and credibility.