

RAINMAKER! TOOLS & RESOURCES

LIST OF POWERFUL QUESTIONS

1. How do you see your business growing in the next several years?
2. What are your objectives from a profitability perspective?
3. What has changed most about your business in the last year?
4. What is the value that you offer your customers?
5. What costs / targets have you established for this project?
6. What do your customers most value your company for?
7. What goals have you established for yourself?
8. What is keeping you from achieving them?
9. What problems have you been experiencing?
10. When this occurs, what are the results?
11. Why is the problem occurring?
12. What are the biggest challenges you are facing?
13. What criteria will you use to select who you will work with?
14. What differentiates your business against competitors?
15. What is the competition doing that you should be doing?
16. What has prevented you from doing that?
17. What are your plans to outdistance your competition?
18. Please share more about your staff and how you are organized.
19. What is the worst-case scenario, if you are unable to _____?
20. Can you put a number to that?
21. On a scale of 1-10 how satisfied are you with _____?
22. What is the positive / negative impact on the bottom line?
23. What payback will you receive if this works?
24. What are the consequences, both positive and negative of these trends?
25. What is this costing you in resources and dollars?
26. What financial benefits would you realize if you could _____?
27. What conditions need to be satisfied for our companies to do business together?
28. What level of service do you expect?
29. What factors are important to you in moving forward?
30. If you choose our company to do business with, what results will you expect?

