Questionnaire for sales conversations at practice enterprise fairs:

1. Can you tell me more about your product/service?

Sure, our product/service is designed to (provide a specific benefit). Would you like me to explain further?

1. What makes your product/service unique?

Our product/service stands out because (list unique features or benefits). Would you like me to provide more details?

1. What kind of problems does your product/service solve?

Our product/service addresses (specific problem) by (how it solves the problem). Would you like to know more?

1. How does your product/service compare to similar offerings?

Our product/service differs from competitors in (specific ways). Would you like me to provide a comparison?

1. Can you tell me about your pricing model?

Certainly, our pricing is (based on specific factors such as features or usage). Would you like me to go into more detail?

1. Do you offer any discounts or promotions?

Yes, we currently have (specific discount or promotion). Would you like to learn more?

1. What kind of support do you offer after purchase?

We provide (specific types of support such as technical assistance or training) to ensure our customers get the most out of our product/service.

1. Can you provide references or case studies from other clients?

Yes, we have (specific examples) from satisfied clients. Would you like to hear more about them?

1. What is your timeline for delivery or implementation?

Our delivery timeline is (specific timeframe). Would you like me to go into more detail about the process?

1. How can I get started with your product/service?

Great question. To get started, (provide specific steps such as signing up or scheduling a demo). Would you like more information on how to proceed?

1. Can you tell me about the benefits of using your product/service?

Certainly, our product/service can provide (specific benefits such as increased efficiency or cost savings). Would you like me to explain further?

1. How does your product/service align with my company's goals?

Our product/service can help your company achieve (specific goals such as increasing sales or streamlining operations). Would you like me to provide more details?

1. Can you provide any data or metrics on the effectiveness of your product/service?

Yes, we have (specific data or metrics) that demonstrate the effectiveness of our product/service. Would you like to see some examples?

1. What kind of customization options do you offer?

We can customize (specific features or aspects) to meet your company's specific needs. Would you like me to provide more information on customization?

1. How does your product/service integrate with other systems we use?

Our product/service can integrate with (specific systems or software) to ensure a seamless experience. Would you like me to go into more detail on integration options?

1. Can you tell me about the implementation process?

Certainly, our implementation process involves (specific steps such as training or setup). Would you like me to explain further?

1. What kind of training or support do you offer for new users?

We provide (specific types of training or support) to ensure a smooth onboarding experience. Would you like me to provide more details on training and support?

1. How does your product/service help us stay competitive in our industry?

Our product/service can provide (specific advantages such as increased efficiency or cost savings) that can help your company stay competitive. Would you like me to provide more information?