

What's In It For WE? : Questions For People in Sales

What's In It For ME? Question

What's In It For WE? Alternative

| | |
|---|--|
| How can I get them to do business with me? | What can I do to help this person? -or- What need do they have that I can help them fill? -or- Who do I know that can help this person? |
| How can I get people to refer other people to me? | How can I add value to this relationship? |
| How can I sell them my product or service? | How can I make myself the kind of person they want to do business with? |
| Who is here that I can get business from? | Who is here that I can help? -or- Who is here that I can partner with? |
| How can I get passed the gatekeeper? | What can I do to build the gatekeeper's trust in me? |
| How can I get my customers to give my company more of their business? | How can I increase the value that my customers receive from me and my company? |
| Why won't they meet with me? -or- How can I get them to meet with me? | What idea can I share with them that will make a difference in their life? -or- What can I do to inspire greater trust in both my willingness and desire to help them? |
| How do I make more sales? | How can I better understand my customer's needs? |