

10 CRITICAL MEDIA SALES QUESTIONS



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**Can you tell the
intelligence of a person
based on the questions
that they ask you?**



**How does the thought of
an interrogation make
you feel?**



**Be careful about
NEEDS assessments.**

**They often reveal
WANTS vs NEEDS.**



89% of buyers would rather go to the dentist than sit through a needs assessment or talk to a salesperson.



Top 3 worst questions according to 600+ surveyed buyers.

Source: Brain Swell Media 600+ advertiser survey



Top 3 Bad Questions

Tell me more about your business?

Source: Brain Swell Media 600+ advertiser survey



10 Critical Questions

1. When you agreed to meet with me, what business challenge or problem were you hoping I could help you solve? Or... Version #2



10 Critical Questions

If you could wave a magic wand, so to speak, what business challenge could I help you resolve?



Top 3 Bad Questions

What are you currently doing to market your business?

Source: Brain Swell Media 600+ advertiser survey



10 Critical Questions

2. Are there types of marketing that have worked for you in the past? Or, what type of marketing ideas are of the most interest to you?



Top 3 Bad Questions

What's your budget?

Source: Brain Swell Media 600+ advertiser survey



10 Critical Questions

3. When you think about marketing your business, do you want to dip your toe in the water and have a basic presence, do you want to be competitive, or do you want to be dominant?



MORE CRITICAL QUESTIONS?



10 Critical Questions

4. Tell me about your Spring, Summer, Fall and Winter promotions? Or, tell me about your upcoming promotions?



10 Critical Questions

5. Which company or competitor do you feel does a great job marketing ?



10 Critical Questions

6. Would it be helpful for me to show you what other successful business owners are doing to market their business?



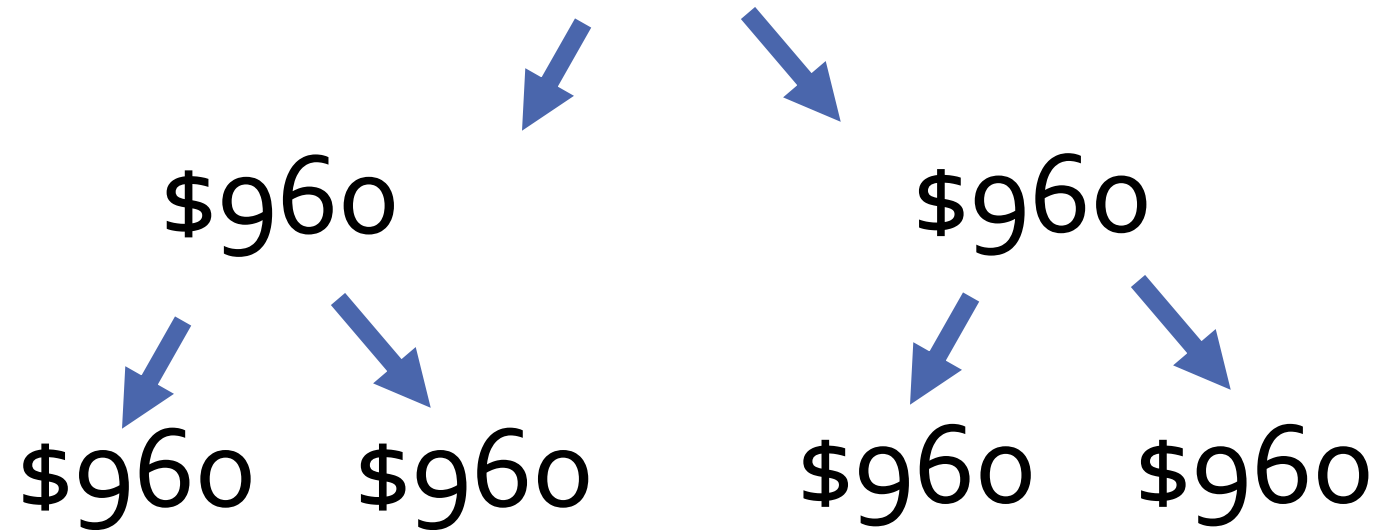
10 Critical Questions

7. If we could help you bring in one new customer, what would that mean to you?

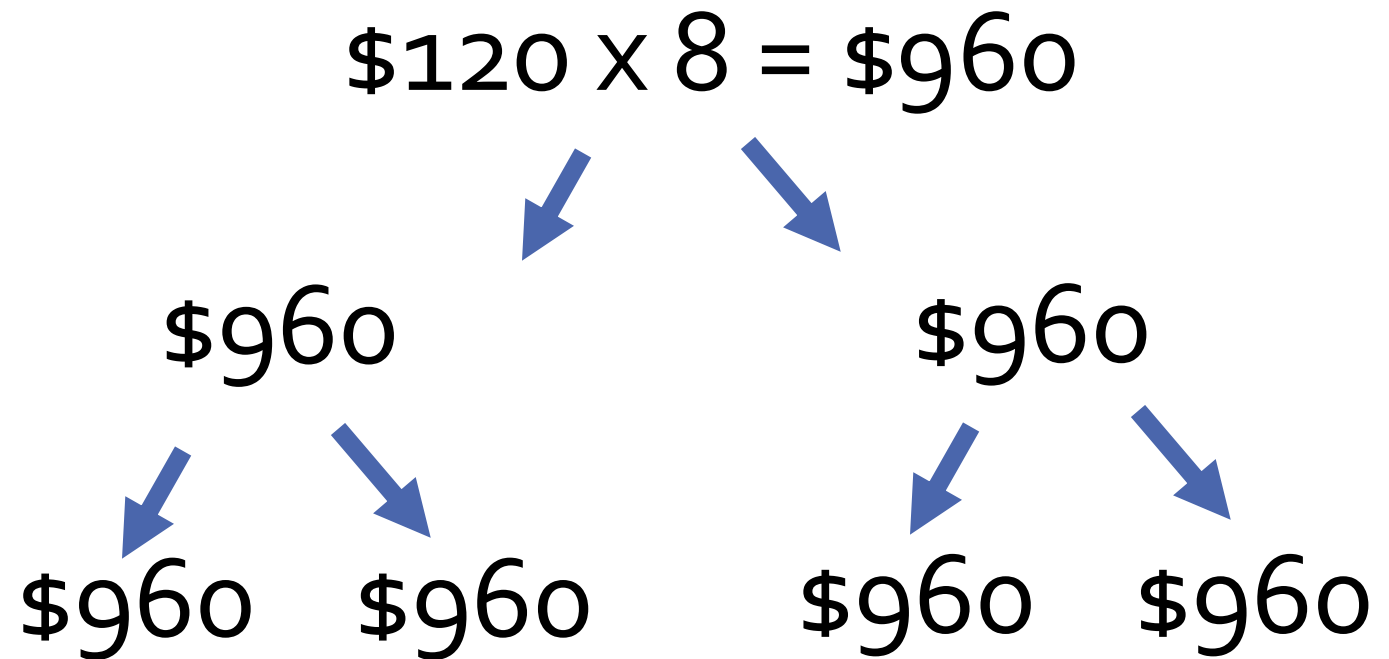
Or, what is one new client worth to you?



$$\$120 \times 8 = \$960$$



HAIR SALON ROI



1 reply to the ad = \$6,720

10 Critical Questions

8. If we could create the perfect marketing campaign for you, what do you want to see happen?



10 Critical Questions

9. Do you have any videos to promote your product/service?



10 Critical Questions

10. Are there any new products or services you will debut in the next 6 months? Let's plan ahead together.



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