talent lms

Product knowledge questions for sales training

Ideal customer profile

- Who are our target customers? (company size, industry, etc.)
- Why are they looking for our solution?
- What is their typical budget/price point?

Brand and mission

- Who are some of our top customers that prospects would recognize and respect?
- What values does our company promote?
- How does the product support these values?

Price/ROI

- What different pricing plans do we offer?
- What does an initial client investment look like?
- How do you calculate the final price for the customer?
- How does our pricing compare with competitors (and why the difference)?
- What's the best plan/pricing model for a large enterprise company, a small startup, etc.?
- What are the improvement statistics for customers who use the product?

The customer journey

- Who should customers turn to if they have trouble with the product?
- What's the best way to connect with a customer service agent (e.g., phone, email, live chat)?
- Does the customer receive full customer support with their purchase?

Industry norms and competition

- How does this solution compare to [top competitor]?
- What sets our product apart in our industry?
- What are industry standards around our product or service (i.e., What should clients expect at a basic level)?
- What's trending in the industry?
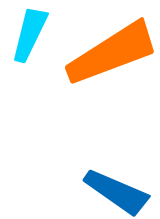
Product features and functions

- How does the product make the customer's life or work easier?
- How do they install it?
- What's the best way to implement our solution in an enterprise vs. a startup vs. a small business?

Future of the product

- What does the product roadmap look like in the next [year, quarter, etc.]?
- What updates are coming to customer support in the near future?

Customizations

- Can buyers customize features/the source code?
- When should a customer use the source code/customize features?

Common questions/objections

- What are the FAQs different types of clients ask?
- What are the answers to those questions?
- What objections are typical from different industries, company sizes, etc.?
- How do you respond to those objections?