



# Sales Discovery Questions

Once you've contacted a merchant and set up your first appointment, the questions you ask at that appointment could be the keys to success. The first meeting with a prospective merchant is your opportunity to learn as much as you can about their business. That insight will arm you with rationale for why they need a gift and loyalty solution and why working with you will make a difference in the success of their business.

Below are recommended questions to ask during the sales discovery process:

1. What is your average ticket/revenue per visit?

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2. How many customers buy from you per day?

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3. What percentage of your customers visit multiple times each month?

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4. What do you do for marketing today?

- o And how is that working? What successes have you realized?  
What challenges have you faced?

- o If you don't mind me asking, what is your current marketing budget?

- o How has marketing impacted your sales?

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5. How often do you market to your customer base?

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6. On slow days, how do you motivate customers to visit?

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7. How do you track your best customers?

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8. How do you collect a customer database?

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9. Tell me about your gift and loyalty program.

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10. How do you use email, text and coupons to support your business?

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