

Content Questions for Sales

Think from the perspective of a buyer who is looking for a solution to solve their problems:

1. Thinking about deals that stalled or failed to advance. What information do you think would have made a difference—either for you or for the buyer you met?
2. Thinking about deals that *did* advance successfully, what specifically created the “aha” moment for the buyer?
3. What are the most common objections or concerns that slow deals down in mid-to-late stages?
4. What can we do to make it feel very easy to get started with us on high-value/low-effort/low-risk use cases?
5. What industries, verticals, or buyer personas do you most want highly personalized content for? Why?

Topics & themes:

6. What topics or buyer questions come up repeatedly across deals that you wish you had the information readily available for? In what format?
7. What are prospects saying about their employees' readiness to use AI tools? E.g., do they understand the skill sets required to use no/low-code tooling? Do they have plans to upskill existing employees? Or are they needing guidance on how to?
8. What competitor narratives, misconceptions, or internal fears do you most often have to overcome?

Follow-up:

9. How do you follow up with prospects today (e.g., what happens after you meet with them)? If you send an email, what do you include/attach in your email? If other options are available (video, customized page, etc), what would you be interested in?
10. What kind of interactive tools would help you most in deals? E.g., ROI calculator, AI readiness evaluation, or?
11. Knowing that buyers all have their unique technology stack situations, how do you usually find the answer to how the product fits into their tech stack (who do you talk to internally, for example)? Are there ways you think we can help better tailor this answer to each prospect based on their unique situation?