



REFLECTION QUESTIONS

5 QUESTIONS TO ASK
CUSTOMERS WEEKLY TO
DISCOVER WHAT AREA OF
THE KEY ACCOUNT HACK
SYSTEM YOU SHOULD BE
FOCUSING ON

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01. What questions haven't I asked my customer that could help me meet my goals? (Could be topical e.g. buying history)

02. What don't I know about their decision process and the people that will move me to the next stage? (How they behave in the process)

03. Why would they buy from me now rather than later? If not now what needs to change? (What does urgency look like for them)

04. What other influencers have I not identified whether external or internal that could help me move things forward? (Who has been invited to the party)

05. Have I determined the extent of their commitment and interest to buying from me? What is the best way to do this? (Have I uncovered all risk to purchase)