

• FREE GUIDE • SALES ENABLEMENT

# 10 Questions to Shift Your Sales Team from Order Takers to *Proactive Professionals*

FOR STONE FAB SALES TEAMS    WHOLESALE + RETAIL    GRANDONYX.PRO

Great sales teams don't wait for the phone to ring. Use these questions in your next one-on-one or team meeting to move reps from simply *processing orders* to actively building relationships, uncovering opportunity, and earning trusted-partner status.

• PART ONE

## For Wholesale

BUILDERS & INTERIOR DESIGNERS

# 01

Are you scheduling regular check-ins and maximizing each account, or are you just reacting to incoming orders?

### PURPOSE

Proactive sales teams stay top-of-mind and build lasting relationships. This question encourages reps to engage consistently with key accounts, ensuring they're seen as valuable partners rather than just another vendor.

# 02

Why and how are you checking in with your existing accounts? Are you uncovering real obstacles and opportunities, or just staying on their recent call list?

## PURPOSE

Effective check-ins go beyond frequency; they're about uncovering ways to add value. This question encourages reps to ask meaningful questions that align them as proactive partners in the client's success.

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# 03

How do you prioritize time between nurturing existing accounts and actively seeking new ones?

## PURPOSE

Maintaining strong relationships requires proactive engagement. This question helps reps balance focus, ensuring client satisfaction while leveraging insights to attract new business.

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# 04

Why did we lose XYZ as a client? What warning signs did we miss, and what could we have done differently?

## PURPOSE

This question promotes self-reflection, accountability, and proactive relationship-building, encouraging reps to analyze missed opportunities and anticipate potential issues.

# 05

How are you breaking the ice to build a relationship and secure an appointment, rather than delivering a sales pitch?

#### PURPOSE

In a crowded market, potential leads hear from multiple salespeople. This question focuses reps on building genuine relationships, positioning them as trusted partners instead of just another salesperson.

## • PART TWO

# For Retail

DIRECT-TO-HOMEOWNER

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# 01

How often do you follow up on internet leads after the first attempt?

#### PURPOSE

Many retail leads are neglected after the initial follow-up. This question encourages persistence and reminds reps that effective sales require more than a single touchpoint.

# 02

When you get an inquiry, do you ask questions to understand the customer's bigger project goals?

#### PURPOSE

Homeowners often need guidance and connection. This question pushes reps to dive deeper into the homeowner's vision, building rapport and trust rather than just processing transactions.

03

How do you handle objections from customers?

PURPOSE

Handling objections effectively demonstrates expertise and reassures clients. This question challenges reps to see objections as opportunities to educate and build confidence with homeowners.

04

How would you describe the difference between taking an order and making a sale?

PURPOSE

Making a sale is about actively guiding the homeowner toward the best choices, not just facilitating a transaction. This question encourages retail reps to think of themselves as relationship-builders.

05

How do you measure your success beyond completed orders?

PURPOSE

In retail, building customer satisfaction and fostering referrals matter. This question encourages reps to see value in long-term relationship-building, moving beyond an immediate sale.

• FOR LEADERSHIP

## Additional Reflection Questions

01 Do you understand your clients' goals and what they need to find success with you?

02 How are you aligning sales strategies with your clients' goals and success?

03 How are you empowering your sales team to become trusted guides for clients rather than just salespeople?

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04 How are you using data-driven insights to customize your sales process and improve decision-making?

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05 How are you handling pricing pressure from competitors, and what steps are you taking to ensure your value is communicated effectively?

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