



**Vendor**Neutral

# Questions to Ask When Buying SalesTech

[www.vendorneutral.com](http://www.vendorneutral.com)

# Know the Questions to Ask Yourself

## ▶ ORGANIZATIONAL IMPACT QUESTIONS

- What are the people and processes necessary to extract value?
- Will we need incremental headcount?
- How will Stakeholders be involved long-term?

## ▶ IMPLEMENTATION QUESTIONS

- What kind of initial and ongoing training is required?
- What is involved in the build out (time, resources, environment, etc.)

## ▶ FINANCIAL IMPACT QUESTIONS

- What are the business objectives this solution helps with?
- How quickly will we see a return? (value of the tool compared to increased costs: tool, people, processes, training, upkeep, etc).
- What is the probability we will see a return
- What are the ongoing costs to support the use and value of the solution?
- What is the cost of doing nothing?

## ▶ GENERAL QUESTIONS

- What is the business problem we are trying to solve? How is performance measured
- What concerns do we have?
- How much of the solution will we use?
- What does it need to be integrated with?

# Know the Questions to Ask Vendors

## ▶ ORGANIZATIONAL IMPACT QUESTIONS

- Do we need a dedicated admin to run the platform
- What kinds of resources do your clients typically use to support the solution?
- Does your solution fit our normal processes?

## ▶ FINANCIAL IMPACT QUESTIONS

- How can we ensure that we are using the product properly and to its full potential to get the greatest ROI?
- How do your other customers measure ROI?
- What is the expected ROI?
- How is your solution going to help me build a better business

## ▶ IMPLEMENTATION QUESTIONS

- What level of support can we expect after we launch?
- Do you offer training to improve adoption or an ability to certify product users?
- What do you do for your customers to make them successful with your product?
- Who are you able to integrate with?
- How does the integration work?

## ▶ GENERAL QUESTIONS

- What is the product's history of enhancements?
- What is your product vision or roadmap?
- Can you provide information and present your product in multiple languages?
- What do you think is unique about our company?
- What is the product's history of enhancements?
- Is installation, integration, delivery, and/or maintenance included in the quoted price?

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