

YOUR SIGN SALES “**SWISS ARMY KNIFE**”

DSW Sign Sales Cheat Sheet V1 - 08/25

*15 questions. 5 categories. One goal: **Close Faster!***

Ask one from each category every time and you'll skip the back-and-forth, cut decision delays, and get to 'Yes' sooner.

DISCOVERY QUESTIONS

- “What triggered the need for new signage?”
- “Tell me about your space—is this your first location or a rebrand?”
- “What impression are you hoping to make with your sign?”

BUDGET + DECISION-MAKER QUESTIONS

- “Who else needs to weigh in on this?”
- “Is there a rough budget you're working within, or should I show you options?”
- “Would a premium or phased solution be more helpful?”

VISUAL + BRANDING QUESTIONS

- “What colors or styles scream ‘you’?”
- “Do you have any signs you've seen and loved?”
- “How do you want people to feel when they see this sign?”

SITE + LOGISTICS QUESTIONS

- “Do we need landlord or city approval?”
- “Have you thought about how this sign will be installed or powered?”
- “Are you interested in low-maintenance or eco-friendly options?”

FUTURE-PROOFING QUESTIONS

- “How long do you plan to stay in this location?”
- “Will you want matching signage for future locations or events?”
- “Is visibility more important during the day or at night?”

*We're your shop's extra production floor. Signs built to your specs. **No Surprises. No Flack.***



DIRECT SIGN
WHOLESALE

Send Quotes to: Sales@DirectSignWholesale.com