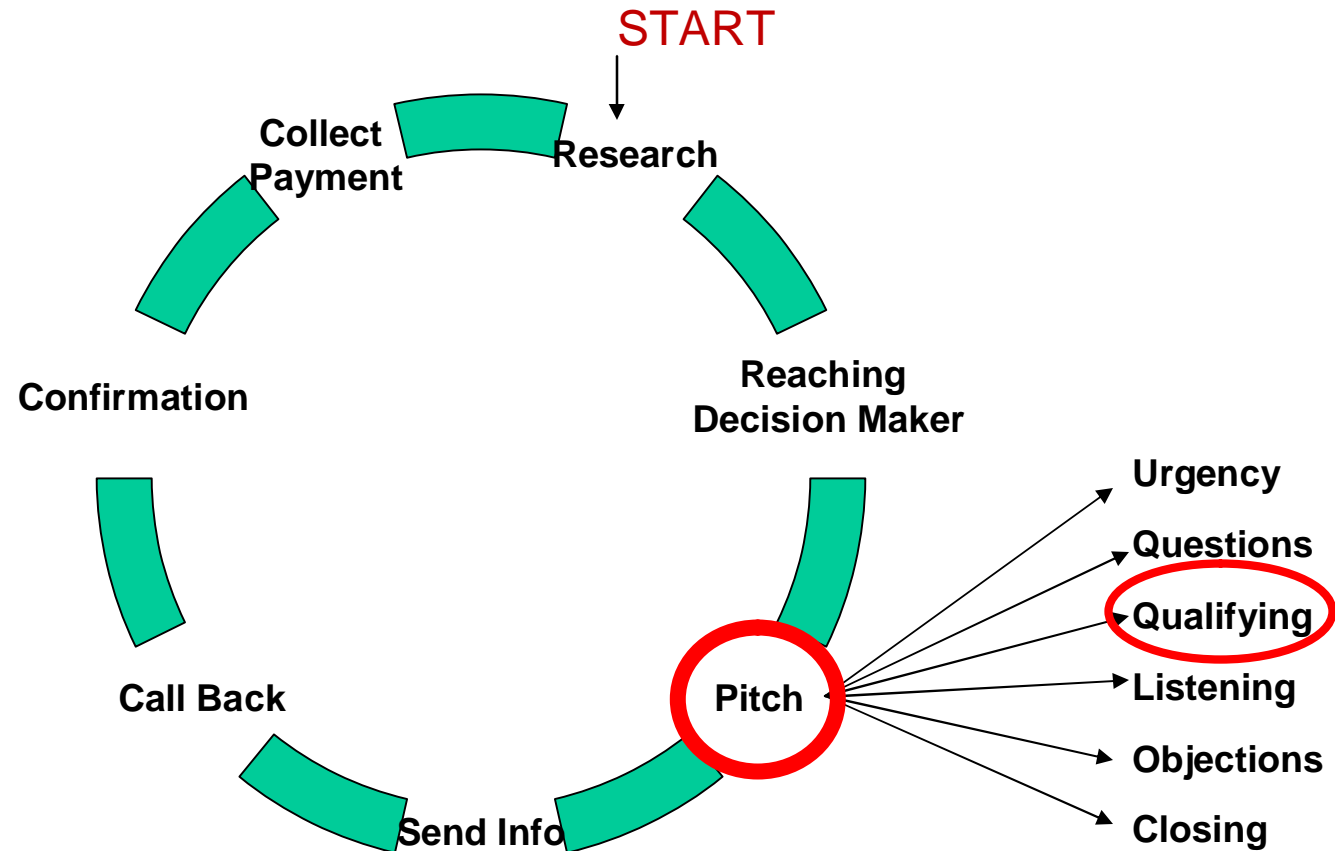


QUALIFYING

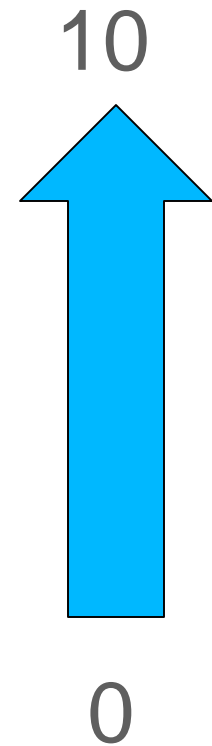
Overview of the sales Process



Qualifying – What is it?

Qualifying is the process of finding out how far a suspect is likely to buy or not

Think of it as if when you start your sales process you start at 0 and when you close you are at 10. So by moving up each number (qualifying criteria) you are closer to getting a sale.



Qualifying – Why & What to Qualify?

Why Qualify?

- ✓ Save your time & time is money especially in Sales

What to Qualify (Criteria)?

1. Relevancy
2. Budget/Price/\$\$\$
3. Authority
4. Availability/Dates
5. Call Back Time



What to Qualify - Relevance

If what you have is not relevant to your prospect, save your breath & time – stop ‘telling’.

Questions to ask to qualify relevance:

- ✓ What is your area of responsibility in your position?
- ✓ Does this fall directly within your responsibility?
- ✓ Is Contracts Management within your job responsibility/scope?
- ✓ How far is this a priority?
- ✓ On a scale of 1 to 10 how far is this important to you?

(if anything less than 7, don't waste time – pitch somebody else)



What to Qualify - Relevance

- ✓ Am I correct to say that this is what you are looking for?
- ✓ Is this something that you would be keen to learn/know more?
- ✓ If you were to attend what would you like to see/learn?
- ✓ If there's one training or workshop you want to attend this year, what would that be?
- ✓ What are your main concerns in this area?

What to Qualify – Budget/\$\$\$

- ✓ I trust this investment is within your training budget? (remember – it is always an investment, NOT price)
- ✓ What is the budget that you normally invest for attending workshops by world class instructors?
- ✓ Is this within your training budget?
- ✓ I believe you have your own budget for attending trainings, don't you?
- ✓ When you attend workshops such as this, with world class instructors from overseas, how much have you invested in the past?

What to Qualify – Authority

- ✓ Is this something that you can authorize yourself or you need to run this by any other department?
- ✓ If you decide to attend, what channel/s do you usually go through for approval?
- ✓ Who else would be involved in decision making?
- ✓ How is the approval process on matters like this?

What to Qualify – Authority

- ✓ If you decide to attend, what needs to be done to confirm your participation?
- ✓ You sound like the right person to attend, are you the person who can authorize this as well?
- ✓ When do you anticipate getting it approved?
- ✓ What's the approval process like in your organisation, when it comes to external trainings?

What to Qualify – Dates

- ✓ As I was mentioning this is happening from 18 to 19th. Are you available during that time?
- ✓ Can you please check your schedule/ diary, whether you are free on...?
- ✓ Are the dates OK with you?
- ✓ Can you tentatively book on your diary these dates?

What to Qualify – Call Back Time

You must always agree on the call back time, otherwise save your time and don't send the email.

Questions to ask:

- ✓ I shall email you the details now, and then I shall give you a quick call tomorrow to confirm on your participation - do you prefer I call you in the morning or afternoon?
- ✓ I shall email you the brochure now & If I don't hear from you by tomorrow, I'll contact you back – when's a better time, morning or afternoon?

Whatever they say ie agree morning or afternoon, end your call with the following:

- ✓ Ok then I'll contact you morning/afternoon at 10 am/2pm.

Qualifying – Summary

Qualifying means finding out how likely it is, that your prospect will buy.

What to Qualify (Criteria)?

1. Relevancy
2. Budget/Price/\$\$\$
3. Authority
4. Availability/Dates
5. Call Back Time

