

# Sales Tip!



## Successful Salespeople Learn How to Qualify or Disqualify a Prospect

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How often have you given your very best proposal or presentation to someone who couldn't say "yes" to you?

For the traditionally trained salesperson, the process of qualifying a prospect may seem like a roadblock to successful selling. During qualifying, the salesperson determines whether or not the prospect should become a customer, and the process often leads to closing the file on a prospect that isn't a fit. The traditional salesperson will say, "Close a file- never! I never let them get away. I keep calling, keep visiting, keep presenting, until..." Until what? It's pointless!

An unqualified prospect will rarely become a customer and take the salesperson to the bank. What that prospect will do is take up the salesperson's valuable time, and valuable knowledge. That's time that should be spent on prospects that will make good customers; and, knowledge that should be shared but limited to the prospect's specific needs.

By taking a prospect through the qualifying Sandler Submarine compartments of pain, budget and decision, you'll be able to spend most of your time with customers. And customers take you to the bank. Chasing prospects who will never become customers will leave you standing.

The key to properly qualifying (or disqualifying) a prospect is to ask a series of open ended questions. The process begins with your people who answer the phone.

We want to find out why the suspect/prospect called our company. Train your people to have proper responses to:

- I heard you on the radio
- I saw your truck in the area
- I saw your ad/website
- We're getting 3 quotes
- You were recommended

Example:

- "What was it about our ad that caught your attention?"
- "What did they tell you about us?"
- "The last time you went about making a decision on something like this, what was the decision making process you went through?"

If they've never made a decision on something like this... gently ask, "Mind if I ask how you're going to know which company to use?"

If they mention price.... "We're happy to give you pricing, but if you're looking for low pricing, there is a good chance it won't be us. Should we keep talking? Before we hang up, you may want to ask why we're so successful over X years, and rarely have the lowest price?" (Whatever they say..."That's it! Should we keep talking?")

If they've made a similar type of purchase before, you must be aware that it's the previous company's business to lose. The favorite will always be the one they've worked with before- unless the experience was awful.

By asking leading questions, you must determine if all the prospect wants is your price to use as a wedge.

Since 86% of salespeople are too trusting of prospects, it's very easy to believe you're going to get the sale. Be a skeptic. Don't be so eager to give a price.

If the issue that needs fixing requires immediate action, your sales approach will change.

Nevertheless, learn to ask:

- "How long has this been going on?"
- "What have you done to fix it?"
- "And that worked?"- (optional)
- "What do you think it has cost you to live with this problem?"
- "How important is it to fix it now?"
- "What happens if you don't fix it now?"
- "Do you want our help?"

Be wary of giving your price too soon! When you do so, you've given the prospect an open invitation to tell you your price is too high!

Experienced sales people know the importance of being face to face with all of the decision makers.

If you've only been in front of someone who now has to discuss this with another person, your odds of making a sale decrease dramatically. Learn to stay in control.

Always ask more questions.

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