

Qualifying the Buyer

I have devoted my 35-year (and counting!) career to leading Producers to be successful. You could say this is my passion.....I CERTAINLY DO! I teach them to be a successful professional.

The **number one killer** of a Producer? They do not sufficiently “qualify the buyer”, through having an AGREEMENT as to “what I need to do to win”.

They are in the “**delusion**” of **ASSUMPTIONS**, and when those assumptions are proven to be wrong, they get “**disillusioned**”, and the very BEST way to be disillusioned is to have been “**illusioned**” **IN THE FIRST PLACE!**

- “Low quote wins”
- “Improve the coverage and I will win”
- (or worse) “Our reputation, size, or resources of my agency, makes us **special.**”
- They would be “dumb” not to buy from you. Right?

Hundreds of buyers make that “dumb” decision every day. You know why?
BECAUSE THEY CAN!

“Nobody wants change, they want relief. “.... think about it.... right now!

Give your numbers away, give last look to your competition, and you are gone!
They get the relief they want, and didn’t have to change anything!

A common, and sad story. Your Producer comes in, and sadly she says, “We didn’t get the business”. “I was low quote by 20%, I improved the coverage, and I **should** have won. **But at least they really felt bad and want me to come back and quote next year!**” (Are you kidding?!)

Down deep, you know why she lost; she **never QUALIFIED the BUYER. No AGREEMENT** how she would win.

This disappointed Producer is exhibiting the terrible symptoms suffered by many **untrained** like her:

- Hit ratio below 65%
- Disappointing surprises at the time of the close.

- **Always** demanding the lowest quote to deliver, and “selling price”, because they assume that entitles them to win, and the only tool in the shed.
- Working on ANY opportunity they can.
- Discouraged, and afraid to open new opportunities.

In the **Accelerated Producer Intensive™**, we go deep and hard on this skill. I INSIST Producers demand “what it’s going to take to win”, and then “protect their quote”.

Here are three critical examples, to enhance a Producer’s success.

1. My first sales manager taught me, “**All prospects are liars until they are clients.**” (Not universally true? Which prospect is different?) Producers MUST burn this in so they are **mentally prepared** for the worst, and ready to defend themselves.
2. From the **first day**, get clear **why they would move to you, WILL they move at all**, and **under what circumstances**. Make an **AGREEMENT** with them in the form of “What must I do to do to earn your business. If I do that.... YOU WILL give me the business?” Be professional, respect yourself and stick to your guns. (they will respect you).
3. Set up the close, with another agreement. “Will you be able to make a decision at the time I deliver my proposal? If not, how will we protect my work? “ Have an **AGREEMENT** up front that your numbers are going to be protected.....If not, you walk.

This seem harsh? Are you uncomfortable picturing yourself making such agreements with a prospect, and be willing to WALK if they breach them?
.....**Good!**

Compare that with the feeling of losing because you never tied down the TRUTH, in an **AGREEMENT**, why you will win. Nobody is coming to rescue you. **Learn this or get used to losing!**

Every successful Producer has mastered this skill. To the degree, you develop the self-respect and courage to control the transaction will be reflected in your

results. Your efforts, your team, as well as your partner carriers, deserve your best efforts.

I have faith in you. You will set your own rules and boundaries, and will win far more frequently than not, setting the “rules of engagement” right from the start!

Be a pro, and DO IT!

Good Hunting!

Phil Beakes