



How Do You Qualify Relational Prospects and Clients?! (2-3) Prospect Qualification Script

How do you qualify prospects and obtain the right clients? Below are some tips, steps, questions, and information outline some great ways to qualify!

Step #1

Identify Your Prospect's Needs

What you do when you first call your prospect – say something like the following:

"Hi, Mr. / Mrs. Prospect, this is (your name) a local business owner or local businessperson, how are you today? "Great! I'm calling you in response to your request for more information about our business. You filled out a form on the web at (state the date on the lead)."

If you are calling someone you know let them know you are calling about a way for them (their company) to _____. Ask them if this is a suitable time to take a few minutes of their time.

"I'd like to ask you a few questions if I may." Find out what they are looking for (for those leads that were purchased).

Listen and take notes so that you can offer the solution for what is needed. The worst thing that happens many times is that we get set on our agenda and do not listen to people. When we listen, people feel better and tell you things.

Special Note

One effective way to start a conversation in a friendly and positive way is to make a remark about the area they live in. You might even ask how the weather is where they live. Small talk is an amazingly effective method to breaking the ice whether you know the person or not.

Now that you have broken the ice, you will want to ask them three pertinent questions that will eliminate 90% of all the objections and smoke screens they would otherwise produce later.

Remember that the purpose of these questions is to have your prospective client give you enough information about their current situation so that you can decide if you are able to help them, whether you want to take them as a client, or not. While you are doing this, BE GENUINE!

This is true of 99% of everyone you will EVER meet!



Question #1

"What do you do and what does your company do?"

Get them to talk about their job, how long they've been working there, how their company is doing, etc.

Question #2

"What are your objectives in your company at this point and what are some of the largest obstacles right now?"

Your prospect might say, *"Well I don't know yet. I haven't even heard what it is that you are doing?"*

Respond sincerely saying, *"Well, I am not asking for a commitment. What I mean is, for us to help our clients, it is important to know how we can help. Then, we apply the solutions to help you succeed."*

Question #3

"Unfortunately, with most companies _____ (state what you are offering to them – i.e., the number one concern for companies around the globe are 'how do we get new clients and retain our current clients'). Is this happening to you?"

Find the Person's Pain!

What made them fill out the form?

These questions are meant to get your prospect to tell you in one way or another: what the hurdle is, what the pain is, and what needs to be fixed in their company. What is your prospect looking for?

It is of utmost importance that you get your prospect to tell you this aloud before you go to the next step.

If done properly, you will dispel most of the objections that most people give because you weren't interested in their needs.



Step #2

Qualify Your Prospect

Don't hesitate to let your prospective person know that you are qualifying him or her. Let them know that you are taking them through a series of steps to see if this is beneficial for them and you. This is a matter of common courtesy and respect.

I have always let my prospects know about our successes so that they know we may be able to help them with the areas we have had success within their organization.

Utilize past successes for your confidence and success (refer to your website for some of the companies and industries and your own business experiences). Tell the company story. Tell your story. People can relate to stories more than anything else.

Important Note

Make sure that everyone has the same story about your company and is sharing the same story.

Prospective clients will see that you are about quality, are interested in their best and bottom line, want what is right, and that you are not looking for just any client to do business with. You are building your business one brick at a time and creating a client for life

With that said, you simply tell your prospect that you're going to give them a little bit of information about what you might be able to do for them. After you find out what your prospects needs are you will want to see if he or she is serious about changing the company's financial circumstances.

Give Your Prospect a 30-second Power Presentation

"Well ... let me tell you a little bit about our company and methods. Our company is integrated with _____. With these areas, the fit is a win-win between you and our company. Our company management and leadership are some of the finest you will encounter."

After you have asked your prospect if this is something, they would like an appointment, say something to the effect of this:

"Great. I will see you on ____ day, at ____ AM/PM. We will need about - ____ hours to review your company in the following areas: _____."



“Also, I am emailing you our website and one-page flyer that will give you more information about the process. I will see you on ___ at ___. Have a wonderful day.”

Special Note

It is one client, call, appointment, day, & step for success. Follow up with each prospect via email, phone, post card (mail) and anything else it takes!

Remember

As you build relationships and clients one at a time, it is not only the initial revenue, but the long-term. How much is each client worth in dollars, relationship, experience, and referrals? The reward from all aspects is worth finding those you want to have as clients. One client can be worth millions of dollars for the life of the client. More importantly, it is about the relationship, the experiences that come from your services, being able to help your client succeed, the referrals, but most importantly some of the incredible friendships that take place.

Yes, it is a numbers game, but it is worth the consistent effort!

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