



How Do You Qualify People and Potential Relationships? (7-10)

What Do You Do After Qualification?

Once you have identified potential people (clients) for your offerings, you will need to qualify their need for these goods and / or services and their level of interest in moving toward a buying decision.

How do you find out whether the person you have qualified needs these services?

Need

The easiest way to qualify each person's need is to ask them frequent questions to establish a dialogue about your prospects' problem and to help you reveal specific purchase concerns.

Identify Personal Concerns

The most effective way to address your client's personal concerns is with specific explanations and examples.

Client Requirements

This is self-explanatory – what does the person need?

Money

Money determines whether the person has budgeted money to purchase goods and/or services that addresses his or her need.

Authority of the Person and Your Prospective Client

The more time you spend with the people in your prospective client's organization that are responsible for making or influencing their purchasing decision, the less time you will spend on those who are the wrong target for your offering.

Time

Most people will respond honestly to a direct question about when they will be making a buying decision.

Qualify Each Person for Your Greater Outcomes!

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