

# Qualifying

## O P P O R T U N I T I E S

### WHAT IS QUALIFYING

Separating the wheat from the chaff

### HOW IMPORTANT IS IT

- The most expensive mistake salespeople make is spending their time with the wrong prospects.
- There is a vast difference between 'having a use for' and 'having a budget and an agreed upon business need for' your product or service

### WHAT ARE SOME CRITERIA

PACT2 by Trish Bertuzzi

Pain, Authority, Consequence, Timing, Target profile

- Pain - Does the prospect have a problem I can fix?
- Authority - Do they have the authority to make the decision?  
Who else is involved?
- Consequence - What is the cost of not solving the problem?
- Timing - When does this need to be done? Why now? Is there a compelling reason/event?
- Target profile - Do I want to work with them?

### INBOUND CALLS

- Price checking their existing supplier
- You are one of the 3 quotes they need
- Curious how much that type of product or service costs
- Looking for new ideas

### FINAL TIP

The better you qualify, the easier selling gets.

SIMON WHITE

