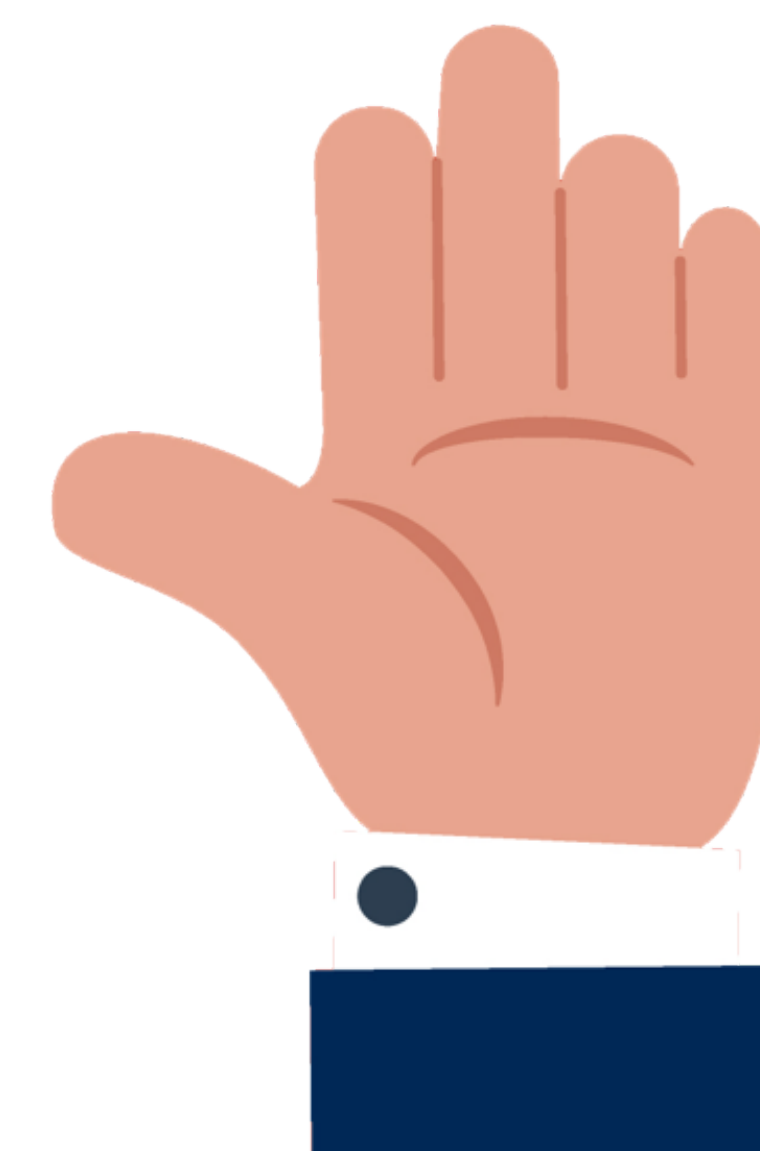


QUALIFYING CHEAT SHEET



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3 As OF QUALIFYING

Identifying people as prospects (prospecting) is a very important aspect of selling. You qualify prospects by asking three questions.

Questions to ask yourself about your prospect	Responses
Ask: Do they have a need for your product?	Yes / No
Afford: Do they have the ability to pay for your product?	Yes / No
Authority: Do they have the authority to purchase your product?	Yes / No

QUESTIONS TO QUALIFY - ASK

A hotel sales professional could qualify prospects by asking when they are planning to have their event. Are they planning on having it within the next month, quarter, year or more? Answers to specific questions like these give you a very good indication of how qualified a prospect is.

QUESTIONS TO QUALIFY - AFFORD

You also want to qualify prospects by determining whether or not they can afford your product or service. In the case of a commercial real estate professional, it might be useful to let prospects know that listings in a certain location typically range between x and y amount and then ask them if they can afford that amount right now. If they can't afford that amount right now, then they clearly cannot afford your services and are not in a position to move forward.

NOTES

QUESTIONS TO QUALIFY - AUTHORITY

It's also useful to ask prospects the following question: "Who else needs to be included in this decision?" You want to be sure that you're speaking with the right person - that is, someone who actually has the authority to make the buying decision. In the case of an InfoComm sales professional, for example, you could ask: "Who else should be involved in this meeting?" The answer to this question will clearly indicate who the real decision maker is and will ensure that you're not wasting your time speaking to the wrong person.

WHAT QUESTIONS CAN YOU ASK TO QUALIFY?

To help you accurately qualify your prospects you need to create a list of qualifying questions. Complete below 6 questions (2 per Ask/Afford/Authority) you can ask your prospects to help you qualify their need for your product or service.

Qualifying questions	Responses

Asking these types of qualifying questions during your initial contact (and regularly throughout the sales process) with prospects will help you determine right away whether or not someone is in fact a qualified prospect. To increase sales, you must increase the quantity and quality of prospects. And you can shorten the sales cycle by properly qualifying prospects

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