

## Reverse Qualifications

A trick you can use as a sales rep, is reverse qualifications.

You see, normally the sales rep is qualifying the prospect by finding out whether the person he is speaking to is:

1. The decision maker
2. Has the budget to purchase
3. Has a need or want for the product

**BUT!**

Instead of you working hard on getting the prospect qualified, you can get the prospect to WANT to be qualified.

You can do this by stating positive attributes of your buyers that your prospect might want to be, or become.

**Like...**

"My clients are of the successful types"

"The other day I sold to my 5th celebrity"

"I usually work with ambitious high energy people only"

So forth.