

The Right Way Of Qualifying

You have heard of the traditional 3 criteria for qualifying prospects:

Make sure that the prospect is:

- The Decision Maker
- Has the money to purchase the product/service
- Has a need or want for the product/service

BUT. This is not the whole story. Meaning it's not the best way of qualifying prospects, as following this method step by step will leave actual legitimate prospects out of your sales cycle.

That is not something we want.

So let me explain the right way of qualifying to maximize the qualified prospects you get into sales interviews.

Make sure that prospect is:

- **The Decision maker.**
If NOT: Find out if the prospect CAN be the decision maker? Or can be made into a decision maker?
- **Has the money to purchase the product/service**
If NOT: Find out if the prospect CAN acquire the money somehow?
- **Has a need or want for the product/service.**
If NOT: Find out if the prospect CAN be turned into some one who has a need or want for the product/service?

Very simply put if the prospect doesn't fit any of the criteria, find out how can you enable the prospect to fit the criteria. This can take some work, some help and providing value and solutions way before making the sale.

But doing so, will help the prospect. And you do what you are supposed to, help the prospect.

He is not the decision maker? Help him to get authority to make a decision!

He doesn't have the money? Do some financial planning, and figure out how he could get the money!

He doesn't need or want the product? Find out how can he benefit from your product!

It takes work. But it will be rewarding to do qualifying this way. Not only will you close more deals, but also help more people!

Happy selling!