

Qualification

Qualification is the questioning process that enables the salesperson to understand the customer's needs and desires. It is the road map to the sale.

The more we question the customer, the more we will know about where they have been, where they are now and where we might be able to lead them.

Some questions indicate general areas of interest, while others indicate your customer's specific needs or desires.

The goal of qualifying is to find the one product - hopefully, a full-featured, high margin item - which exactly suits the customer's stated desires.

Professional sales associates ask questions:

- ◆ *To gain and hold the customer's attention.*
- ◆ *To reveal the general area of customer interest.*
- ◆ *To create desire and direct the customer's emotions toward the purchase.*
- ◆ *To determine the benefits the customer will buy.*
- ◆ *To create a string of minor agreements.*
- ◆ *To isolate objections.*
- ◆ *To answer objections.*
- ◆ *To involve the customer in the buying decision.*
- ◆ *To find the one or two best products to demonstrate.*

- ◆ **To lead the customer into step-up products.**

Qualifying Questions

Leading questions are disallowed in legal proceedings because they suggest the desired answer in the way in which they are phrased.

Since we do not conduct our business in a court of law, we can use **leading questions** in order to suggest the benefits of new features with which the customer may be unfamiliar. If the customer begins to express interest in some of the new features, he or she has, in fact, stepped up to a full-featured, high profit product.

The following examples of leading questions would nearly always elicit a "yes" response.

"Would you be interested in a dishwasher that heats the water automatically so that you could turn down the temperature on your hot water heater, save money and still have clean, sanitized dishes?"

"Would you like to see a television that will enable you to watch two football games at the same time?"

"Would you be interested in a big screen that recreates theater-like sound?"

"Would you be interested in a refrigerator with an ice and water dispenser in the door so that the kids aren't in and out of the refrigerator all summer?"

"Would you like to see a camcorder with professional editing capabilities?"

"Would you be interested in seeing the easiest cleaning range top available today?"

Qualify Your Prospect

Action Guides:

1. Qualifying is the "*Road Map*" to the sale.
2. Qualifying lets you know your prospect's *wants* and *needs*.
3. You do this by asking:
 - Who?*
 - What?*
 - Why?*
 - When?*
 - Where?*
 - How?*
4. Qualifying saves time.
5. Qualifying determines your prospect's key interests.
6. You focus your selling on the key interests.

QUALIFY THE CUSTOMER'S SPECIFIC NEEDS

**"Knowing where the customer's been...
tells me a lot about where they are going."**

- 1. Find out "what" they have now.***
- 2. Find out how long they have owned what they have now.***
- 3. Find out if the customer is happy with what they have now.***
- 4. Find out what they like most about the product they now have.***
- 5. Find out what improvements or benefits they hope to find in their new (product).***
- 6. Find out Who, in addition to the customer himself (herself) will make the final decision.***
- 7. "If we were fortunate enough today to find the right (product), would you be able to proceed?"***