



Sales Mastery Series WITH TOM HOPKINS

Qualifying Your Customers

“If we are fortunate enough today to find the right (product or service), who other than yourself would be involved in the final decision?”

The N.E.A.D.S. Qualification Formula

N 1. What do they have _____?

E 2. What do they _____ most about what they have now?

A 3. What would they _____ about what they have now?

D 4. Who is the _____ - _____?

S 5. As a _____ representative, I have the ability to research and analyze your needs to find the right solution for you.

Triplicate of choice question : 1 2 3 4

Triplicate of choice for money — Giving your future client three choices as to the amount of money they can invest in your product or service.

Phraseology: “Most of our clients have been able to invest as much as...”

Strategy: A figure that’s about 20% above the investment you’re hoping they will take.

Phraseology: “We have those fortunate few who are able to invest as much as...”

Strategy: Give an amount that’s between 50% and 100 % above the figure you’re going for.

Phraseology: “Then, of course, we have those people on somewhat of a fixed or limited budget who can only invest about...”

Strategy: Give the actual amount you want.

Working with purchasing agents

1. How long the company has been in business?
2. What are the company's normal purchasing practices?
3. Do they require submission of several bids on everything?
4. Do they make major purchases only at a certain time of the year?
5. What's their company history?
6. What is the anticipated future growth of the company?
7. How long has the purchasing agent been with the company?
8. How long have they been in this capacity?
9. What qualities do they appreciate most in their longest-used supplier?

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