

Sales Statement Series

Why Poor Closing isn't the Real Problem

Poor closing skills are rarely the real reason for not closing but poor qualification is.

Three tips for qualifying a sale:

1. Make qualifying integral to your sales process.
2. Practice qualifying.
3. Cover the 4 essentials of qualifying.

Review your current sales process and include qualifying as part of your questioning phase.

Practice qualifying until you feel comfortable and confident. Ask a work colleague, friend or family member to help you practice and provide constructive feedback. An example of qualifying is “*Can you walk me through the decision-making process?*”

The 4 areas of qualifying you need to cover are:

1. Time – What is the time frame for the expected decision?
2. Essential – Is it critical to solve their problem?
3. Money – Are funds allocated and if not can funds be sourced from elsewhere?
4. Power – Who has the power to make the final decision?

If you would like to discuss this or any other subject on improving sales contact Kurt Newman directly on +61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.

