

## Sales Statement Series #13

### The 4 elements of effective qualifying

To effectively qualify 4 areas need to be covered:

#### 1. Time

This is the **timeframe for the expected decision**. Will the decision be a top priority and therefore the sale confirmed immediately or if not within what timeframe? Example: *"What process does your company go through to reach a decision? Typically how long does this take?"*

#### 2. Essential

Do they need your product or service? If so is it a want or a **critical need to solve a problem**? Where would you look for this information and who would you need to speak to? Example: *"What do we need to do so everyone views this proposal as the preferred option?"*

#### 3. Money

Does the potential client know the cost of your product or service to solve their problem? Has money been allocated, will it be allocated or will money be found from a different source? Example: *"What has been the cost to date of the problem?"*

#### 4. Power

Who are the people involved in the decision process? **Who can give the financial approval**? The information gained will allow you to strategically position yourself, your company, product or service to the greatest advantage. Example: *"What is the best way to contact the owner to set up a meeting?"*

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](mailto: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 increase sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.*