

Jarvi Qualification Guide

Relationship/Rapport

- John, where did you come from before this/
- What have you guys been doing up until now?
- What value do you think we can offer you?
- What do you already know about oracle?
- Where are you at in your evaluation process?
- What have you been learning so far?

Understanding their interest (Compelling Event)

- So, why now? What is prompting this?
- What is motivating this project now?
- **What prompted your call?**
- What has caused this to be a priority now?
- Why are you looking to solve this now?
- Find the core reason that they called. This is the hardest to find, but the most important.
- Without a compelling event, a prospect never becomes a customer.
- Try to ask the same question in different ways 3 times, to get to the truth!
- What business objectives do you have?
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Current Environment (What are you currently using?)

- How are you currently handling _____?
- How do you currently do ____ ?
- Give me an overview of how you do ____ today?
- How did you come to that?
- how they answer the question .. not what they answer is important.
- As a salesrep, you're trying to figure out if they are serious about changing ... or just kicking tires.
- There are no wrong answers
- As is processes & to-be processes?

Amount of Users?

- There are lots of ways to ask this... How many do you think will use this system?
- How many people does this affect?
- How many people in your company?
- How many involved with selling?
- When in doubt, take a stab.. so it sounds like probably 200 people will be using the system (let them correct you..)

Business Pain and problems

- What do you like about what you are doing today?
- What don't you like about what you're doing today?
- What would you like to do differently regarding _____?
- What would you like to alter or improve with what you are doing today?
- If you could ideally change anything with _____ what would it be?
- What would an ideal solution look like?
- What challenges might you have with _____?
- In a perfect world, what would _____ look like?

Evaluation Process

- Tell me about your evaluation process?
- Again throw out a date... so are you trying to finish this project by the end of the year?
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- How will you be evaluating the capabilities of the different solutions?
- How will you be evaluating the different options?
- How will the evaluation process work?
- Tell me about the time frame you're looking at to solve this?
- Will you have a short list that will do final demos?

- What is your best advice to me to get to the final list?
- How will those final vendors be selected?

Competition?

- Tell me about the different options that you might be considering?
- Tell me about the other ways you are looking at to solve these issues?
- Give me an overview of the different companies you might be looking at?
- How else might you be looking to solve these issues?
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Decision Making Process

- Walk me through your decision making process?
- Tell me about your decision making process?
- Give me an overview of the steps you will be going through to select a solution?
- Describe the steps to your decision making process?
- Tell me about the different people that will be involved throughout this process?
- Tell me about the people that will be working on this project?
- Who would be involved in this project?

Decision maker?/ Decision Making process?

- If they say "I'm the decision maker its typically a lie"
- Who signs the check on this? Who gets all the credit when this succeeds?
- Find the department driving this (Is IT driving this? Does IT need to be included?)
- Who asked you to take this project on ?
- Can you walk me through the steps of how a decision will be made?

Budget

- How will the budget be created?
- How will this project get funded?
- How are budgets typically created for projects like this?
- What will be needed to justify this purchase?
- How does your purchase process work?
- What is the process you go through to justify spending the budget?

Project/Budget?

- Operating expense?
- Have a business case been built for this project yet? Don't worry too much about this... budgets can fluctuate.. and money can normally always be found if there is enough pain.
- What obstacles could get in the way of the PO process?
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Obstacles

- What might possibly get in the way of this opportunity moving forward?
- What might possibly cause this deal to not happen?
- What might cause this project to be put on hold?
- Could _____ be a reason for this project to be put on hold?