

WEBINAR NOTES

WEBINAR: QUALIFYING REAL BUYERS

SITUATION: When it comes to qualifying a prospect, there are three (3) hurdles we have to get over before investing any serious time, money and/or effort:

- 1) Qualify the Fit: Can we solve this prospect's problem?
- 2) Qualify the Opportunity: Is the opportunity real?
- 3) Quality the Buyer: Is this prospect fit our buying persona?

For example, let's say you own Company R, a Recreational Pool Company selling to a specific clientele (i.e., residential) based on their property and needs. Here are some qualify questions on the Fit, the Opportunity and the Buyer.

QUESTIONS TO QUALIFY THE FIT:

- Property size:
- Zoning Regulations:
- Maximum Pool perimeter (i.e., size):
- Water Capacity:
- Type of Work:
- Install New: y/n
- Replace Existing : y/n
- Refurbish Existing : y/n
- Repair Existing : y/n

QUESTIONS TO QUALIFY THE OPPORTUNITY

- Budget (Determines How much): Do they have a budget?
- Authority (Determines Who): Do they have the authority to make a decision?
- Need (Determines urgency) : Do they have a need?
- Timeframe (Determines When): Do they have a timeframe for making a decision?

QUESTIONS TO QUALIFY THE BUYER : A starting point for finding the right buyer(s) is to create 'buying persona'; profiles of people who are more likely to buy than not. Here are 3 examples of three types of buying personas:

- Homeowner less than 2 years
- Married with young children
- Single adult recently relocated

For each of these buying personas, you can then attach characteristics (i.e., data points) to bring that persona to life. For example, a single adult who has recently relocated high have the following characteristics:

- White collar job
- Works from home
- Lives in an affluent area
- Past pool owner
- Relocation

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If the key buying person is a 'single adult who has recently relocated', then you would ask the following questions to get the information you needed:

- White-collar job: What do you do? What company do you work for?
- Works from home: Where is your office located?
- Lives in an affluent area: Can I ask you what area of town you live in? Zip code?
- Past pool owner: Have you ever owned a pool? What was your experience? What did you like about it?
- Relocated from North: Was your move to the area job related or weather related (add humor)

EXERCISE:

- Create a list of 5-7 data points for each of the three qualifiers: Fit, Opportunity and Buyer to identify who is a more likely buyer.
- Discuss which data points have more significance for each qualifier.
- Create a questionnaire to be filled out (paper or online) by each salesperson or SDR when they speak to a prospect.
- Discuss the importance of capturing this data in a CRM.

NOTES:

Objective: Get salespeople to be better at identifying real clients and opportunities quicker.