

## Qualifying the Customer – Time is Money!



Customer acquisition presents a big challenge to a salesperson and it is very time-consuming. Therefore, it is very important that time is not wasted on the wrong people. The salesperson must be sure that the prospect can also be a buyer. It is the ability to qualify the customer that makes a top salesperson.

First of all, you have to differentiate between contacts, prospects and customers. Each contact counts because they might buy now or later or know someone who might buy now or later. Everyone counts but not everyone counts equally!

**What are warm bodies?** – People who for many reasons will not or cannot buy from you, but may be able to help you to find someone who can or might buy from you. This is most of the people you meet. Do not try to sell them – you will destroy your credibility and ruin any chance they might contribute to your success.

**What are contacts or prospects?** – People who are interested in your products or services. They don't buy immediately but maybe they will in the future. Sooner or later they may become customers if you stay in contact with them and keep them well informed. As well, they might give you referrals.

**What are customers?** – People who have already bought or are currently buying from you.

There are three preconditions that must be met in order to qualify a prospect as a customer:

### 1. The desire to buy (Motivation)

You can only sell to people who want to have the advantages of what you sell.

#### All 3 preconditions must be met:

**Motivation** – The best advantage is of no use if the prospect is not aware of it.

**Money** – The best product will not guarantee a sale if the prospect cannot afford it.

**Moderation** – People who want to buy a 'jack of all trades, master of none,' will always be disappointed.

### 2. The ability to pay (Money)

People must have the money (cash or credit) to pay for your product or service. Do not waste your time on people who want more than they can afford.

### 3. The willingness to be realistic (Moderation)

It is almost impossible to sell people if they are looking for something that does not exist in the way they want or that they don't have the money with which to pay. Even if you sell these people, they will not be satisfied because they didn't

know what they wanted in the first place or they were unrealistic.

How can you find out whether people you talk with meet these three criteria? Effective questioning techniques and active listening skills provide the recipe for success. These topics are thoroughly covered and practised using role-play exercises in all **BEITRAINING**<sup>®</sup> sales training programmes.

### Quotation of the Month:

"Most of the things we learn, we learn from our clients."

*Charles Lazarus, founder Toys'R'Us*

### **BEITRAINING**<sup>®</sup> strengthens its presence in Switzerland

**BEITRAINING**<sup>®</sup> is opening another Regional Training Centre (RTC) in Switzerland. The new Training Centre, **BEITRAINING**<sup>®</sup> Mittelland, is located in the Swiss capital, Bern.



Christoph Bucheli, the owner of the new Training Centre, has a solid background in the financial service industry. He now offers support in the area of personnel development to SMEs in the region of Bern.

**BEITRAINING**<sup>®</sup> Mittelland is the third **BEI** Training Centre in Switzerland following **BEITRAINING**<sup>®</sup> Schaffhausen / Zürich-Land and **BEITRAINING**<sup>®</sup> Wintherthur-Zürich. The opening of additional locations is planned for this year.



Kleinreuther Weg 87  
90408 Nuremberg  
Phone: 0911/20 600-0  
Fax: 0911/20 600-14  
info@bei-group.com  
www.bei-group.com