



Qualify Customers

Find out the Customer's Buying Motive

Rational Motives

- Economy/Value
- Durability
- Performance
- Labour-saving
- Time-saving
- Simple operation
- Space-saving
- Availability
- Quality
- Low maintenance

Emotional Motives

- Pride of ownership
- Desire for prestige/recognition
- Desire to 'fit in'/fashion
- Safety
- Fear
- Desire for security
- Convenience
- Desire to be unique/the first
- Curiosity

Ask Questions

Open Questions

- These questions open up a conversation
- They encourage the other person to speak freely
- For example "What will you use this for?" or "Who will be using this?"

Probing Questions

- These questions dig deeper into answers already provided
- They seek reasons, consequences and motives
- For example "What do you use now ..?" or "What research have you done so far?"

Specific Questions

- These look for specific issues or examples
- They provide clarity and aid understanding, and can uncover 'excuses' or assumptions
- For example "Have you considered X?" or "What do you find most annoying?"

Hypothetical Questions

- These are 'what if?' questions
- They help the other person to look at a situation from a different perspective and see other options
- For example "What would be your ideal outcome?" or "If you could only have 3 functions, what would they be?"

Closed Questions

- Can be useful in sales as long as they are not over-used (you must not 'lead' the other person prematurely)
- Especially useful for clarifying points, concluding a discussion and agreeing action
- For example "Can I show you..?" or "So you are not interested in...?"

KEY POINTS



Listen to the Answers

- 1 Give your full attention to the person who is speaking.
- 2 Let the speaker finish before you begin to talk.
- 3 Let yourself finish listening before you begin to speak!
- 4 Listen for main ideas.
- 5 Ask questions and Give feedback.
- 6 Make notes of key points
- 7 Be aware of assumptions and the meaning of words.

Look for Buying Signals

Verbal	Non-Verbal
<ul style="list-style-type: none">•Asking technical or specific questions•Asking about availability•Asking about payment options•Raising objections•Asking about delivery•Asking "What if?" questions•Saying 'yes', 'OK' or 'I see'•Asking you to repeat things	<ul style="list-style-type: none">•Making notes•Touching the product•Referring back to the brochure/information•Continues to look at the product/information even when you are talking•Smiling•Nodding•Looking thoughtful (perhaps they are imagining owning the product, or wondering whether they can afford it)•Getting comfortable