

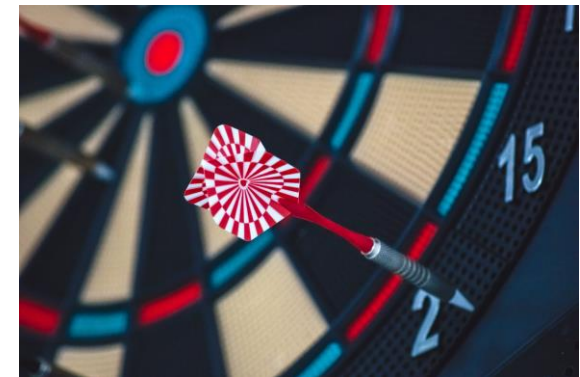


**Qualify Customers**

# Qualify Customers

By the end of the Power Hour you will be able to:

- ✓ Describe the different buying motives that customers have and how this affects your sales approach
- ✓ Use appropriate questioning and listening techniques to fully understand the customer's needs
- ✓ Gain permission to move forward to the next part of the sale



# Buying Motives

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

Rational



- 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

Emotional



# Ask Questions

## Open Questions

- Open up a conversation
- Encourage the other person to speak freely
- For example "What will you use this for?" or "Who will be using this?"

## Probing Questions

- Dig deeper into answers already provided
- Seek reasons, consequences and motives
- For example "What do you use now ..?" or "What research have you done so far?"

## Specific Questions

- Look for specific issues or examples
- 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

- 'What if?' questions
- Help the other person to look at a situation differently and see other options
- For example "If you could only have 3 functions, what would they be ....?"

## Closed Questions

- Useful as long as they are not over-used
- Especially useful for clarifying points, concluding a discussion and agreeing action
- For example "Can I show you..?" or "So you are not interested in...?"

# Listen!!

A good salesperson will:

- ✓ Form their next question based on the answer to the previous question.
- ✓ Ask for clarification and examples if necessary
- ✓ Let the customer do the majority of the talking

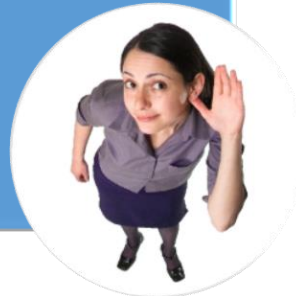




# Buying Signals

- 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

Verbal



- 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

Non-Verbal



# Reviewing

## Summarising

- Repeat back to the customer what u heard.
- Refer to any notes you have made.

## Paraphrasing

- Reflect back what the customer has told you, but using your own words.
- Helps to check that you both have the same understanding.

## Signposting

- When you signpost, you relive what has happened so far, and what will happen next.

# Make it Work at Work

What are you going  
to **DO** as a result of  
this Power Hour  
Session?







Thank You  
&  
Good Luck