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Welcome back to "Sales Sagacity"!



I have heard it said that when you've managed sales organizations long enough, you may be prone to reoccurring dreams about prospects that inexplicably *vanish*; just maybe you too have had such a *dream*?

This month we'll go into *vanishing prevention mode* by helping organizations of all sizes **establish a strong foundation for qualifying prospects**; as for the dreams ...

Please keep your comments and suggestions coming!

Ron Visocchi
Managing Partner and Sales Sage

A Foundation for Qualifying Prospects



Maybe you know the dream? The setting is a sales planning and review meeting that starts with such promising prospects. The dream fast forwards to the end of the quarter; suddenly, many of the best prospects start to *vanish*, one by one. *Know the feeling?*

The way to minimize this scenario is to **establish a strong foundation by which you can qualify your prospects. Just like a tall building, the deeper you dig the foundation, the stronger the structure.** In sales, the tools required to dig a deep foundation are called **questions**; here's what I mean:

- ❖ **Is the prospect your right profile?** *This is the planning stage:*
 - ✓ Company, contact and political information collected; probability for success established based on size, industry and need.
 - ✓ Will they be profitable or strategically important?
 - ✓ Do their needs map to your core competencies?
 - ✓ Is there a clear basis for doing business with your company?
- ❖ **Will they really buy?** *Good question, but dig deeper:*
 - ✓ Is there an acknowledgement of need (pain)?
 - ✓ Is there a compelling business reason to act?
 - ✓ Have decision criteria been developed?
 - ✓ Are there funds approved and available?
- ❖ **Will they buy from you?** *Another good question, but dig deeper still:*
 - ✓ Have you firmly established credibility for you and your company's reputation, products and services?
 - ✓ What are both the inside and outside alternatives?
 - ✓ Are there any preferential relationships with other vendors?
- ❖ **Will they buy from you now?** *Go lower limbo!*
 - ✓ Is there a shared sense of urgency; how severe is their pain?
 - ✓ Can they afford to do nothing?
 - ✓ Is the business justification approved and compelling?
 - ✓ Is there an established implementation timeframe with internal resources assigned and accountable?

Questions are the key to qualifying prospects; the deeper you dig, the more solid your prospect base becomes. Dig a deep foundation so that when the "end of quarter wind" blows, *your prospects won't vanish!*

Sales Tip of the Month

- ✓ Things change. **Stay connected to your prospects throughout the sales process. Establish sources of internal intelligence** and update your account strategy accordingly.

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven methods and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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