

# How to Qualify your Sales - Lose Quickly

## Course Overview

The most successful salespeople have a very high success rate on the sales for which they bid. That is not because they are better at selling. It is because they refuse to get involved with sales they cannot win. They are experts at qualification. When they find a sale, they take a cold hard look at it to assess their chances, and plan and act accordingly. The course is broken down into six units:

- Unit 1 - The Biggest Waste of Time
- Unit 2 - SCOTSMAN®
- Unit 3 - In Sales Meetings
- Unit 4 - Planning Tools
- Unit 5 - Scoring a Sale
- Unit 6 - How to Quit

## Duration

90 – 120 minutes

## Learning Outcomes

By the end of the course you will be able to:

- Understand what is the biggest waste of a sales person's time.
- Ask the difficult qualification questions
- Apply the SCOTSMAN® checklist to qualify potential sales.
- Identify potential or actual 'Showstoppers'
- Produce sales call and meeting plans populated with clear commitments.
- Recognise quit points and quit early if you cannot win the sale (lose quickly).
- Improve your hit rate.
- Create the luxury of choice.

## More about the Course

The biggest waste of time is the sale you lose. Qualification is the tool for identifying and dealing with potential showstoppers – and maximising your hit rate.

To qualify effectively you need some clear criteria. Advance owns the world renowned SCOTSMAN® mnemonic in this area:

- Solution
- Competition
- Originality
- Timescales
- Size
- Money
- Authority
- Need



Using this aide-memoire we can identify holes in our knowledge about the sale. But more importantly, we can identify potential showstoppers or deal killers. These are issues which, if we do not fix them, mean that we will lose the sale.

Once identified, these knowledge gaps and potential showstoppers define our plan for the sale. We deal with knowledge gaps simply by asking the right questions. We deal with potential showstoppers by trying to change the rules, by getting commitments from the prospect to resolve our issues.

If we can change the rules then we can move forward and win the business. If we cannot change the rules, the potential showstopper becomes an absolute showstopper. It is time to withdraw.

If we do decide to quit then we must do it in a way that keeps the doors open for future business with the full agreement of the prospect. And we should quit without delay.

If you're going to lose, lose quickly, and move on to another, better opportunity. This is how you create the luxury of choice for yourself – and improve your hit rate.