

Qualifying the prospect

Establish the need

-Are you considering new products for your range at the moment?

Quantify the potential

-What size of order are you be considering?

Understand the budget

-What size of buying budget do you have available?

Know the decision process

-Alongside you, who else needs to be involved in deciding to stock us?





The Gap

Where do you want to be?

-their dream/vision of success

Where are you now?

-the current reality

What's getting in the way/stopping you?

-the problem to be fixed/gap to be filled

What difference will getting there make?

-their motivation/incentive







Overcoming objections

Know the most common objections to buying your product

- too expensive, not right for us, we've tried xxx before, not the right time, what else?

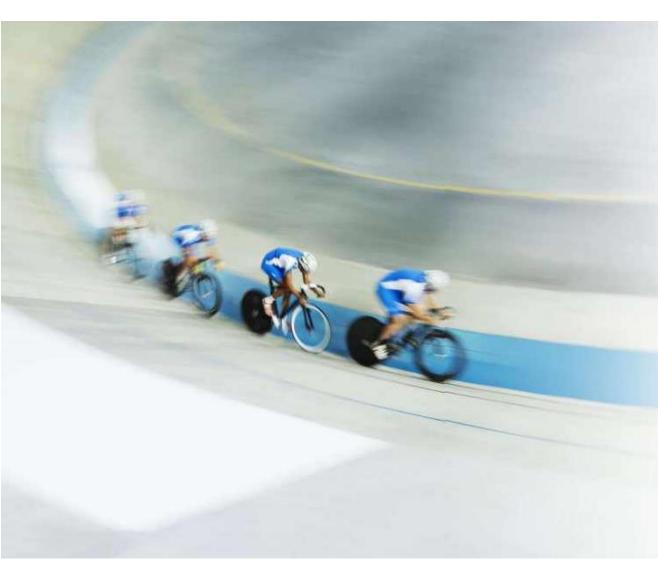
Know how to overcome those objections

- what evidence can you show?
- how can you build value financial or other?
- paint a picture of their success involving your product?









Pushing a sale towards the line

It's about increasing the want

- 1. Remind them of their problem/need
- 2. Remind them how you can help
- 3. Paint the picture of their success through you
- Test out their commitment (Does that sound like it might work for you?)







Asking for the Sale

Direct

- Are you ready to go ahead?

Options

- Would you like XXXX or YYYY

Range? Details

- Who should I speak to about the paperwork for this?

Presumptive

- When should we schedule your first delivery?







