

MONTH 6: ENROLL! HOW TO QUALIFY AND DISCOVER YOUR CLIENTS' BUYING STRATEGIES.

(LISTEN TO 'DAY 6' AUDIO)

LAPS – Listen, Apply, Practice, Share

*First **Listen** to the audio referenced above. Then **Analyze**, the audio content further by reading the notes and completing the exercises in the Learning Management System. Now you are prepared to **Practice** that which you have listened to and analyzed as you work with your clients and prospects. Finally, on the last Friday of each month our entire sales organization will gather to **Share** key learnings and applications in market.*

THIS MONTH WE ENTER PHASE II, ENROLLING - STEP 6: QUALIFY THEM

Have you ever been in a situation where you created interest, spent time with the person, and then found out at the end of your presentation that your product didn't fit their needs or that they weren't the decision-maker or that they weren't financially qualified to purchase your product? Qualifying is an important part of the sales process.

NWWAM: Needs, Wants, Wounds, Authority & Money

Needs - what does the prospect really need?

Wants – what does the prospect really want?

Woulds – What do they have pain about?

Authority – Do they have the authority to make the decision?

Money – Do they have the money?

Valpak Clipp principle

Purpose through service

Our work is defined by how we serve our customers & consumers.

“Yes, and” before no.

Your Qualifying Questions

EXERCISE

Write three questions you can ask to discover the prospects NWWAM.

Needs

1.

2.

3.

Wants

1.

2.

3.

Wounds

1.

2.

3.

Authority to make a decision

1.

2.

3.

Money to make the purchase

- 1.
- 2.
- 3.

Moving Toward or Moving Away

Knowing people's meta-programs, their patterns for sorting out their world, can help you offer the type of information that will help them make an effective decision. You can easily identify their patterns by asking the following questions.

- Toward or Away: Toward people are motivated by desire, away people are motivated by fear. What do you want in a product?

Frame of Reference & Necessity or Possibility

- Frame of Reference Focus - Internal or External: How do you know when you've done a really good job?
- Possibility or Necessity: Why did you choose to go into this line of work?

Matchers & Mismatchers

- Matches or Mismatcher: What is the relationship between these three coins?
 - Matchers – look for sameness
 - Mismatches – look for the opposite

Sorts: Completion or Convincer Strategies

- Self, Others or Detail: This distinction is made by observation not questions
- Completion or process: What do you enjoy most in life, getting things done or being involved in the process?
- Convincer Strategy: How do you know when people are really good at what they do? Do you have to see it, hear it, do it with them or read about it.

Sorts: Big Picture vs Details & Time vs. Cost

1. Generality or specificity: Do you want the big picture, or do you want the details?
2. Past or Future: What's most important to you, a product's past performance or its future possibilities?
3. Cost or Convenience: Which is more important to you, that this product is cost effective or that it makes things easier

Your Assignment

Talk to your spouse, friends, kids, and coworkers, and see how many meta-programs you can uncover. Use the space below to jot down observations.