



## Welcome to Secret Selling Tips

### Asking Great Questions to Pre-Qualify Customers

***“You've got to ask great questions to qualify your prospects, and ask for the order. Otherwise you're wasting your time.”*** Jeff Mayer



Wisdom and experience, gleaned from generations of top sales leaders, teaches us that when you're able to ask **better** questions you are able to do a much **better** job of qualifying and helping your prospects become long-term customers.

The selling professional who invests the time to ‘*quickly*’ qualify their potential customers is the one who will have the best closing ratios and make more money by working with *more* qualified customers.

The selling professional who, once talking to a qualified customer, digs deep to discover their real needs and wants will be the sales leader in any organization. Very much like the doctor who asks, “*Where does it hurt?*”

Point to Ponder: ***“Spend lots of time talking to customers face to face. You’d be amazed how many companies don’t listen to their customers.”*** Ross Perot, **IBM’s legendary sales leader who went on to become a multi-millionaire in his own companies.**

### Sales Step 2: The discovery process or how to qualify a potential customer

**The secret to becoming a H-U-G-E success in selling** (in any industry) is to have a comfortable, proven process to qualify potential customers as a part of the selling process. A systematic, step-by-step process that you follow day-in and day-out. Create and refine your qualifying as part of the selling processes and it's easy to increase your revenues and profits without working more hours.

**The discovery process is critical in the selling field.** If you are working in a retail environment, more so one where advertising drives the sales process, a quick way to qualify will save you time and make you more money.

**For example**, a couple visiting a furniture or appliance store to purchase a new fridge.

**Some questions you might ask them:**

**Questions that draw out what the customer is considering and what features, benefits, and price point would influence their decision to buy.** Ask about old appliances as well as new purchase. For example:

- “What are the 3 things you would like in a new \_\_\_\_\_?”
- “What were the 3 things you didn't like about your old \_\_\_\_\_?”
- “What features did you have in mind for your new \_\_\_\_\_?”

**Questions that help narrow the focus to specific choices.** For example:

- “What color scheme did you have in mind?”
- “Does this piece have a specific color or pattern you like?”

**Questions that lead to writing up an order.** For example:

- “When would you like to have that delivered?”
- “Would you like to have us install it?”

**Quick note:** If your prospect’s answers don’t quite measure up to what you think they should be, or don’t tell you what you need - and you’ve made sure you’ve asked good questions - then in reality, you don’t have a good prospect. ***Or, at least not at the present time.*** On the other hand, when the questions do measure up and you’ve discovered a problem you can solve, you’ve created a good sales opportunity for yourself.

**Remember to summarize** what you’ve learned in this discovery process before you move to the next action step in solving their problem or showing them something that fits their expressed needs.

Inevitably in any conversation things will slip through the cracks or misunderstandings will occur. This is your chance to allow the customer to correct them before you move into either creating a proposal, demonstration or showing them samples for consideration.

**Asking something like:**

- “*Is that a fair summary of our discussions?*”
- “*Let me see if I have this correct? What you are looking for is\_\_\_\_\_.*”
- “*Am I correct in my understanding?*”

**Challenge: What questions should you be asking to better qualify your prospects?**

**Create a list of 10 questions** you can use in your specific situation that will draw out the information you need to qualify and then help your prospect.

- **Refine these questions**, revamp them, revise them, replace them until you have some that are thoughtful, insightful, and emotionally engaging questions.
- Discuss these with your fellow selling professionals.
- Asking questions your competition doesn’t ask is a great way to not only differentiate yourself but reinforce your customer’s confidence in your abilities and expertise to take care of them.

***To understand others you should get behind their eyes and walk down their spines.***  
Rod McKuen

**Call Bob today!** Explore how you can equip and motivate your sales team to grow and succeed for as little as the price of a cup of coffee. 1-780-736-0009