



The Key to Closing is Qualification

The 6 things you need to score for consistent closing.

Opportunity

The existence of a perceived opportunity gets many to salivate about the potential rewards from the deal. Existence of an opportunity is meaningless if you don't fully understand it, making opportunity scoring the most essential first step.

Ask your self or your sales rep how well they really understand

- ◆ The problem at hand - what exactly is it?
- ◆ Who is responsible for the problem?
- ◆ If there is funding?
- ◆ What is the problem priority?

And many more questions to prove the opportunity is understood.

Solution

It stands to reason that if you understand the problem, you could offer a viable solution. The better you understand the problem, the more effective your solution offer can be. In scoring your solution, how granular and thorough is your understanding of what can and cannot work in their environment.

Do you really know what is expected of the winning solution?

Decision Process

Companies and individuals make decisions in too many ways to cover here. Do you know how your prospect makes decisions as an individual, and how the company makes decisions and commits resources?

Many reps err in thinking that all they need do is persuade the person in front of them, their champion as it were, and the rest will fall into place. This is a colossal mistake. Your champion might be held in low regard, have little persuasive power, or simply be out of the loop, and you'd never know.

If they are not the key decision maker that can write a cheque, you better find out the how and the who sooner than later. You'll eventually find out anyway as you fail to close the prospect after wasting a lot of time.

Relationship

Despite the bogus and generally misinterpreted theology of the Challenger sale, Relationships do matter. And they matter a lot.

It is rare that you are in a Greenfield situation whereby no competitor is vying for the business. And that competitor could be an internal resource vying for the funding that goes to you if you win the bid-ness.

Many decisions are made in a matrixed environment by people with preferences, some who would prefer not to be there, others with specific agendas. If you do not have good relationships, you won't be able to navigate the field, and get the information you really need to avoid the

snakes while climbing the ladders.

For fun, take an opportunity, identify all the people involved in the recommendation and due diligence, and rate your relationship (1-5 scale, 5 is high) with each of them?

Competition

As referenced earlier, you could be competing with an internal resource, not for the functional aspects of your offering vs the problem, but for the funding. Its very common to lose to resource allocation, not the status quo.

Some simple questions to review are:

- ◆ Do you know the external competition?
- ◆ How well do you know them?
- ◆ Where are they better, weaker, similar?
- ◆ What is your counter to their pricing strategy? Business strategy? Value prop?
- ◆ Is your prospect already a customer of theirs?
- ◆
- ◆ All of these items affect what you need to think, say, and do to win the business. Simply put, **do you know what you need to know to create an emotionally compelling competitive advantage?**

Timing

Your offerings fit into your prospect's solution project. There can be many moving parts hidden from your view, leaving information gaps you must cover. Some of those gaps can be covered by asking if all of their

deadlines have been defined, if the project is on schedule, if there is team unity about the deadlines, and what might happen if the project is delayed.

Do you really understand the prospect's timing needs, or are you just guessing?

Summary

These are the 6 main areas you need to understand in order to be able close the business you'd like to win. Improve the close rate, costs decline, profit goes up, and the value of your business improves dramatically.

If you'd like to get more information about our Closing programs, call 403 238 3848, or email sales@deliberateselling.com, or visit our web site [6 Keys to Closing more business.](#)

Thank you for your interest and good selling!