



# QUALIFYING: YOUR TEAM'S TOP PROSPECTING SKILL

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Poll Question:  
What is your current role?





Sales Process is the  
Staircase



Sales Methodology is  
the chess match

# INTRODUCING SALES DNA\*

- Doesn't need approval
- Controls emotions
- Supportive beliefs
- Supportive Buy Cycle
- Comfort discussing money
- Handles rejection



\*Sales DNA and the onscreen elements are © Objective Management Group.





Conversation:  
What is your process for buying a  
high-value item, service, or  
experience?

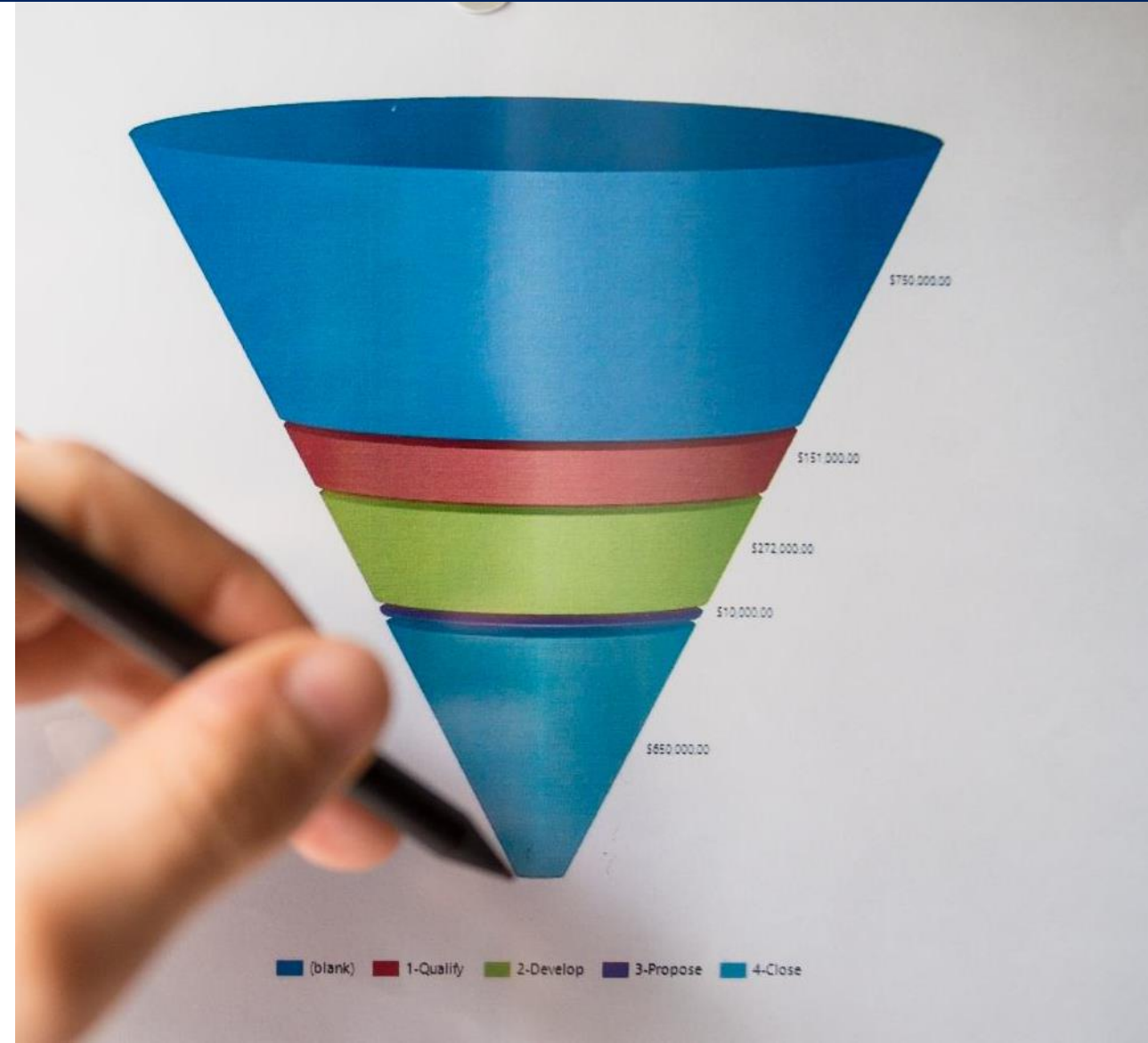


Poll Question:  
Where in your sales process do your  
team's qualified deals get stuck?



# QUALIFYING OPPORTUNITIES...DOES YOUR TEAM?

- Meet with decision maker?
- Uncover actual budget?
- Discuss finances early?
- Know the full decision-making process?
- Influence the decision-making process?
- Avoid solutioning right away?
- Have healthy skepticism?
- Not allow a need to be liked to get in the way?
- Overcome self-limiting beliefs?



# THE 4 HIGH-IMPACT RELATIONSHIPS



## **Decision Makers:**

Hold ultimate budget authority and decision to move forward.



**Centers of Influence:** Person or group that exerts influence in some way over your opportunity.



**Advocates:** Leverage his/her social capital to open doors. May actively sponsor you for a key opportunity.

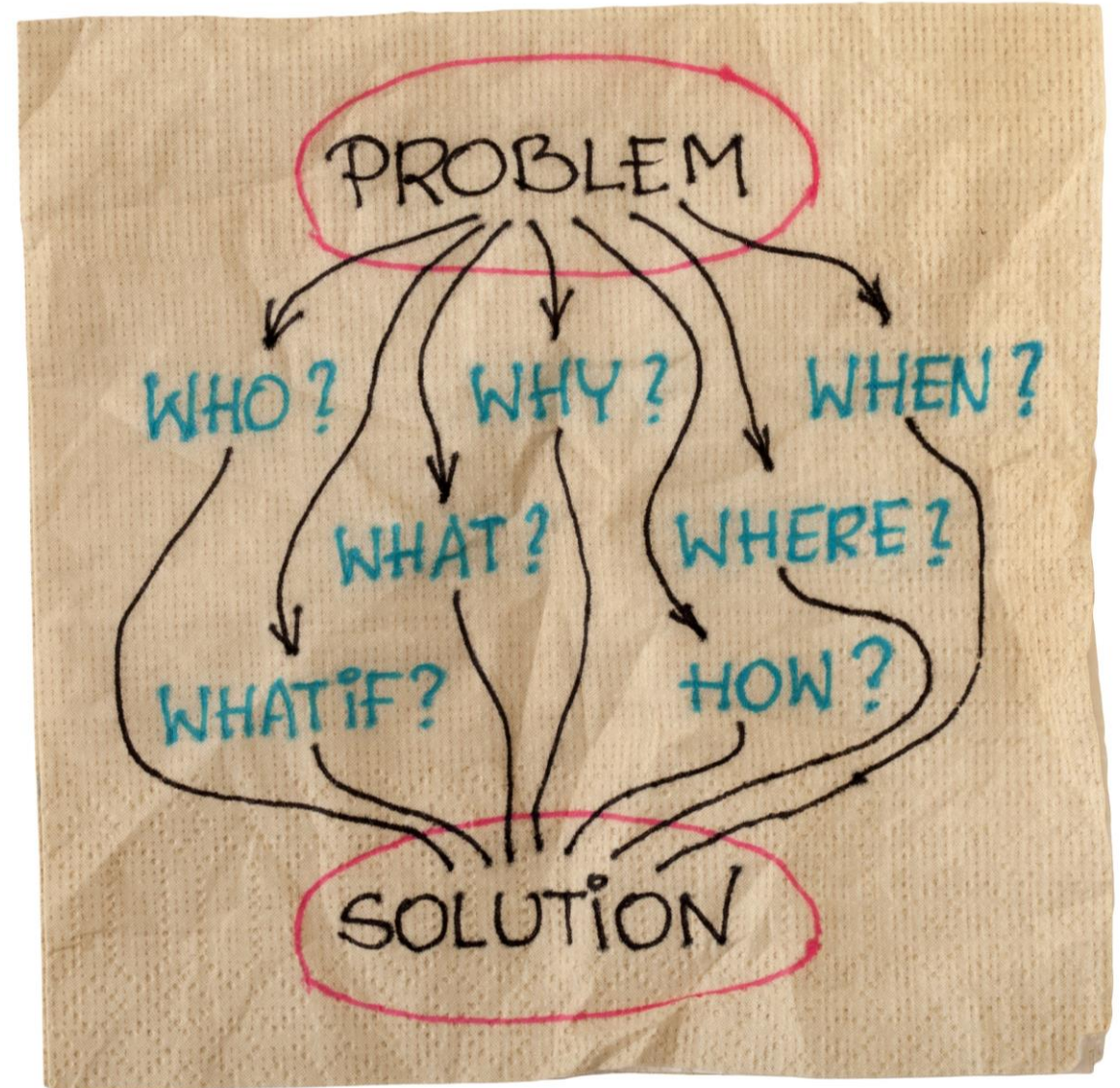


**Strategic Alliances:** Partnerships that create opportunities, often revenue generating and mutually beneficial.



# REACHING THE DECISION MAKER...DOES YOUR TEAM?

- Call on the actual decision maker?
- Believe speaking with the decision maker is required?
- Know who influences the decision maker?
- Have high comfort with decision-maker level conversations?
- Avoid beginning the sales process at lower levels?





**Higher-value deals need consultative  
and value-based approaches. Price  
and feature / function aren't enough.**





Conversation:  
What are the differences between  
selling consultatively and selling  
value?

# SELLING CONSULTATIVELY...DOES YOUR TEAM?

- Stay in the moment?
- Uncover compelling reasons to buy?
- Listen/ask with ease
- Ask enough questions / great questions / tough questions?
- Build trust?
- Have a strong individual brand?
- Present at the right times?





# SELLING ON VALUE...DO YOU?

- Have a clear understanding of what the prospect values?
- Focus on value over price?
- Have a high threshold for financial conversations?
- Confidently handle high-ticket pricing?
- Have a sales process that supports selling value?
- Learn why prospects will buy?
- Offer insights of value?



# VALUE DRIVERS TO HELP QUALIFY OPPORTUNITIES



## Business Outcomes

What the prospect or client is looking to accomplish as it relates to your opportunity.



## Dashboard

How they will know they are on the right track to accomplishing their outcomes.



## Solutions

The “how” of accomplishing outcomes and measures, resulting in value.



## Overall Value

Value can be of either personal or organizational significance. Value may be objective or subjective.

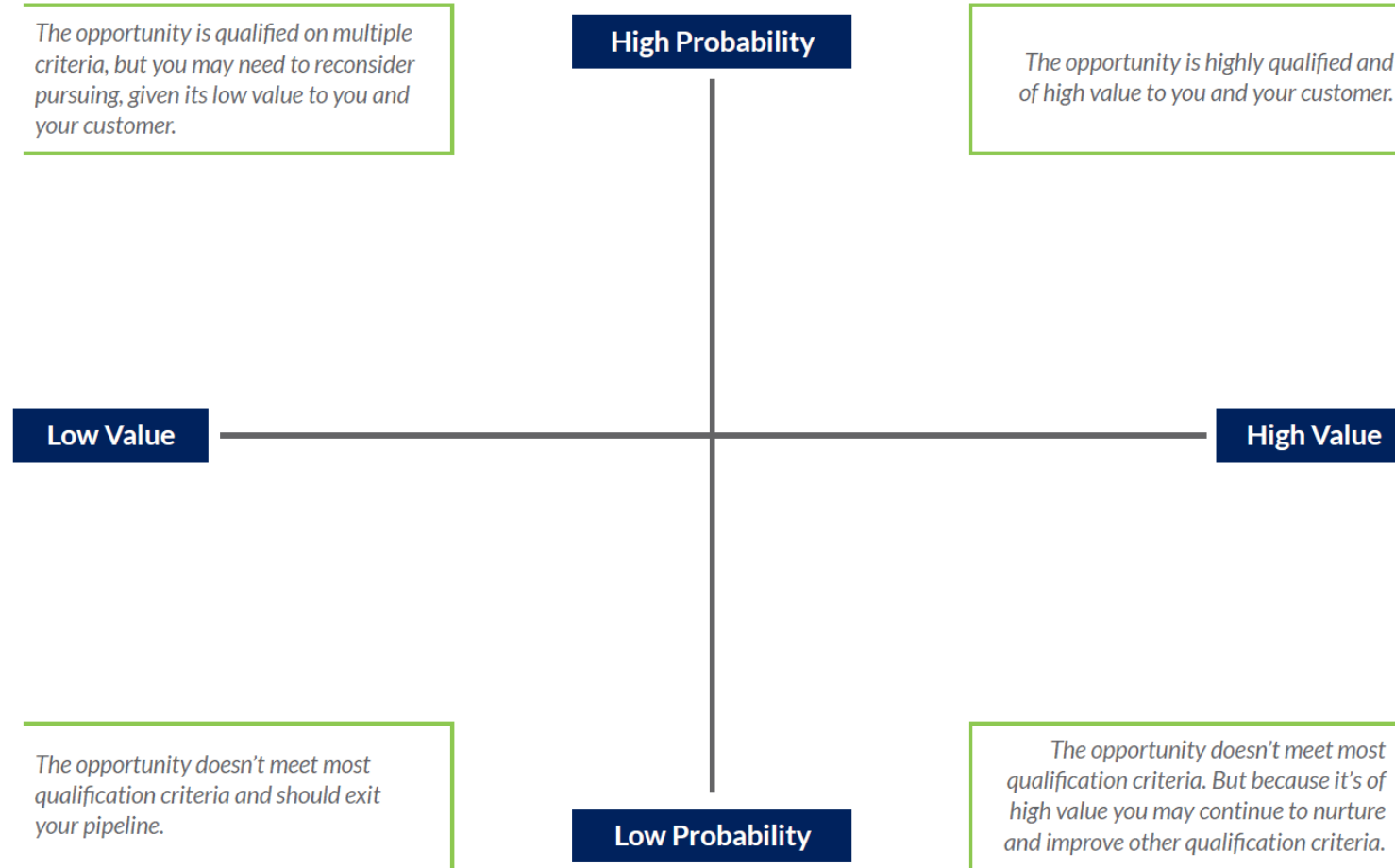


# QUALIFICATION CATEGORIES

- People
- Process
- Budget
- Timeline urgency
- Compelling case for you and your organization
- Compelling case for customer
- Obstacles



# PLOT YOUR OPPORTUNITIES







Conversation:  
With the categories: where does your  
team excel and where can they  
improve?



Conversation:  
What is one action you can apply  
from today's webinar?





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 *The Modern Seller*  
#ModernSeller

