



Directions: Having a process for qualifying a prospect is critical for sales success. After you meet with new prospects, evaluate each of the following areas as to whether you have identified or addressed the issue. The more yeses, the higher the level of qualification.

Qualify Your Prospects

Questions	Yes	No
1. Know exactly what the motivation (Severe Mental Anguish-SMA) is to buy my product (must be personal)		
2. Know exactly what the features and benefits need to be		
3. Know who the decision makers are in the decision making process		
4. Have met with the decision makers before presenting		
5. Understand and can deliver on the required items within the budget (time, money and resources)		
6. Can deliver on exactly what the specifications require without additional "selling"		
7. Understand the buying style of the buyers		
8. Have conducted a pre-call plan and "dry run" of my presentation for my peer group and passed		
9. Have identified potential roadblocks to the sale and have eliminated them prior to the presentation		
10. Have asked the question "What can go wrong with our doing business together?"		
11. Have commitment from prospect to give me a decision upon completion of my presentation		
12. Am prepared to control the sales meeting when I am present		
13. Have sent the "as agreed to" letter and have agreement to the terms		
14. Have "rehearsed" the prospect on the incumbent begging to keep the business		
Prospect Name	Date	Total