

Christine Comaford

A S S O C I A T E S

STREAMLINING YOUR SALES FUNNEL



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Sales Disqualification Worksheet

A good sales script is an essential tool to create revenue and market value with your product. This framework should contain four key elements. Start with **who you are (first and last name) and where you are from (company)**. Then **explain what you are selling**. Continue with **two compelling features** of what it is you are selling (this is your offer). Finish with a **request for commitment** by asking, “Is this something you want?”

Your script should be 45 words at most for a cold call. After 30 seconds, your listener will begin to have negative feelings about you. That means you’ve really only got about 20 seconds—which works out to about 45 words. Also keep in mind that roughly a fifth of your prospects will not give you an immediate response to your sales question. Why? Because most weren’t listening! They won’t admit this fact however, so restate the question.

Here’s a sample script to read to prospects over the phone:

“Fred Jones, please.”

“Hi Mr. Jones, this is Sue Smith with Speedy Biz Hosting. We specialize in business-to-business e-commerce Web sites that do your marketing for you, and save you money. [Pause.] Is that something you want?” *[The offer is clear: The company specializes in business-to-business ecommerce Web sites that do marketing for other companies, and save them money.]*

If you don’t get a yes or no answer, restate the question.

If the question is answered with a no, say “Thank you, goodbye.”

If the prospect responds with, “Tell me more,” say “We’ll go over the details shortly. What I need to know is do you want a business-to-business ecommerce Web site that does your marketing for you, and saves you money?” *[You’re obviously restating your original offer.]*

If he responds with a yes to your offer, you now need to continue to try disqualify him. Say something such as “It takes about an hour of uninterrupted time for me to meet with you during a no-cost, no-obligation appointment to determine if I can help you. Would you be willing to make an appointment with me?”

If he says no, say “Thank you, goodbye.”

If he says yes, continue to disqualify by asking, “If when we meet on this first appointment, and you like what you hear/see, we would plan to schedule a subsequent appointment where I would go over a proposal with you. Is that something you are willing to do?”

If he says no, say “Thank you, goodbye.”

If he says yes, disqualify him once again by asking, "I only make appointments with all decision makers present for this first appointment. Can we schedule a time when all will be present?"

If he says yes, book the appointment and continue to disqualify while there. If he says no, you know what to say. Now write up your own script!

Name:

Company name:

What you are selling and two compelling features of it (your **offer**):

Request for commitment:

Requirements for first meeting (These could include a certain budget level, All decision makers to be present, etc.):

Requirements for follow up meeting (these could include: Decision to be made within a specific period of time, Commitments to training, etc.):

Now role play with a buddy. Be sure to follow three scenarios:

- 1) The prospect says “no” within the first few minutes.
- 2) The prospect says “tell me more” or tries to get more info out of you.
- 3) The prospect goes through the entire scenario and agrees to a meeting—don’t make this too easy, though!

Sales Disqualification Selling Mantras

Tape these “mantras” by your phone, and review them before any sales call. Whether you are selling your company’s products or services, whether you are “selling” someone on donating to your favorite non-profit, we are always in selling situations—in both our business and personal lives.

- I work with high probability prospects only. I disqualify everyone else.
- Prospecting is a disqualification process.
- I don’t waste my resources on low probability prospects.
- “No” is just as good as “yes.”
- A low probability prospect is worse than no prospect at all. Remember the opportunity cost.
- I terminate the conversation if the prospect is unwilling to make a suitable commitment.
- When in doubt, I disqualify.
- I go into each call with no expectation of a result.
- True high probability prospects will not allow themselves to be disqualified.

A person you may disqualify today may make sense to approach with a different offer tomorrow. Always keep this in mind!



Christine Comaford
ASSOCIATES
BUSINESS ACCELERATION EXPERTS

775 E. Blithedale Ave., Ste. 210,
Mill Valley, CA 94941
415-320-6580

To get great results from this kit requires great leadership.
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