

Qualifying to Uncover Needs

One technique for developing an effective presentation that uncovers needs is called the 4-S Principle:

- ★ Stop them!
- ★ Speak to them!
 - ★ Sit them down! (or keep them standing there)
 - ★ Sell them!

Stop Them!

The salesperson's first contact with a prospect is often made through a simple, friendly greeting and a firm handshake. "May I help you?" calls for a negative response. Instead, basic who, what, why, where questions should be asked so that a positive start of the qualification cycle can begin. At the same time, the salesperson needs to refer to the visitor's badge for name and title so the prospect's name can be used in the conversation.

"Hello, my name is John Smith. Are you finding the show interesting? Why?"

"We are introducing a new version of our product with interesting features. Would you be interested in learning more about this?"

Speak to Them!

Once the person has shown interest and has been qualified as a prospective buyer, the salesperson should continue to ask questions and be attentive to the answers. Information should be solicited about the prospect's company, customers, prospects, competition, problems, short and long term goals, the application, benefits and features being sought at the show.

In most scenarios, determination of the prospect's interest and qualifications as a valid potential buyer should be made in the first three minutes before going on to the next step.

"Who besides yourself is involved in the decision-making process?"

"Mr. Smith, what kinds of needs do you have that attracted you this show?"

"What is your projected budget?"

"When will you be making your decision?"

"Where will your company be placing this product line?"