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Chapter Seven: Identifying the Prospect's Decision-Making Process

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts

► Chapter 4:
Identifying Pain

► Chapter 5:
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► Chapter 6:
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► **Chapter 7:
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Identifying the Prospect's Decision-Making Process

Chapter 7: Summary & Learning Objectives

Chapter Description:

Participants will understand the importance of learning how the prospect and/or the prospect's organization makes decisions, and that more is involved than finding out who the decision maker is.

Chapter Outline:

- ☐ Elements of the Decision Step
- ☐ Outcomes of the Decision Step
- ☐ What to Do with a Qualified Prospect

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Explain the two things that should be reviewed at the beginning of the Decision Process Step.
- ☐ List the six elements of a good Decision Process Step.
- ☐ Define the possible outcomes at the end of the Decision Process Step.
- ☐ Know the Question to ask a Qualified Prospect before moving forward.



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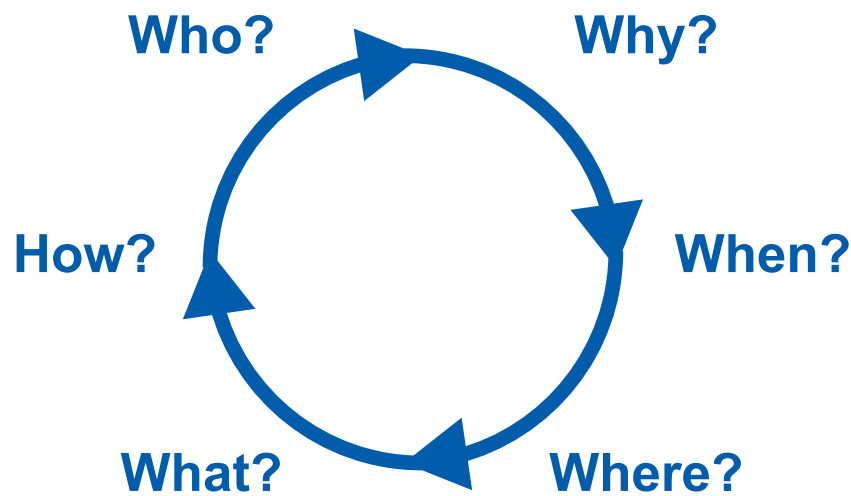
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Elements of the Decision Step



The Decision Step includes the following:

1. Review what has been covered to this point.
2. Start information gathering phase with an open-ended question.
3. Keep the prospect talking.
4. Qualify or disqualify the prospect, or determine additional meetings.
5. Establish an up-front contract for the next meeting.

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Outcomes of the Decision Step

Possible Outcomes:

1. The prospect is DISQUALIFIED from continuing the selling process.
2. You discover that OTHER PEOPLE with whom you have not spoken are involved in the decision process.
3. The prospect is QUALIFIED to continue the selling process.

What do you do with a disqualified prospect?



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What to Do with a Qualified Prospect

The prospect is qualified to move to the Fulfillment Step because...

- ☐ You have uncovered the prospect's pain—which you believe your product or service will alleviate.
- ☐ You have identified the prospect's budget—which will cover the cost of your product or service.
- ☐ You have identified the prospect's decision process—in which you are willing to participate.

Ask: "What should happen next?"

What must you do before moving to the Fulfillment Step?

Consider exactly what will happen during the presentation:

- ☐ A verbal or visual presentation, a hands-on demonstration, a review of the proposal, etc.
- ☐ Who will attend and what role each person will play.
- ☐ The amount of time available for the presentation.
- ☐ The decision to be made at the end of the presentation—a yes or *no*.

Ask: "If we do a presentation, and you get all your questions answered and approve of our solution, what is next?"

Go for "yes" or "no."

Allow them to close themselves!

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Lessons Learned & Knowledge Testing

Chapter Summary:

Key takeaways from this Chapter:

The Decision Step is critical to the qualification process. After the salesperson has helped the prospect discover pain and its reasons and determined if the prospect has the ability and willingness to expend budget, then he must learn how decisions are made.

The objective of a news story is to disclose the facts of the event. To be complete, a story should disclose the who, what, where, why, when, and how facts. In the same way, an effective Decision Step discovers the information about the process of making a decision. That is:

- ☐ Who is involved.
- ☐ What the process is.
- ☐ How the decision is made.
- ☐ Where they are made in the organization.
- ☐ When decisions will occur.
- ☐ Why they are made the way they are.

When a prospect is fully qualified, a clear up-front contract must be established before beginning the Fulfillment Step.

The Decision Step is the capstone of the qualification process. There should be no Fulfillment Step unless the Decision Step (and the qualification process) is successfully completed.



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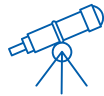
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Lessons Learned & Knowledge Testing



*Observations & Revelations:
During this Chapter, I learned:*

As a result of what I learned, I will:

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Knowledge Testing

Start every Decision Step with a review of:

- _____
- _____

List the six elements required for a good Decision Step:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



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Knowledge Testing

List the three possible outcomes to the Decision Step:

1. _____
2. _____
3. _____

With a Qualified Prospect, before moving to Fulfillment, ask this question:
