

# Sales 101

Presented by Michael Gansl  
"The Seasoned Voice of Reason"

VOICE OF REASON  
CONSULTING LLC

# How Do You Qualify a Sales Prospect?

- Pain
- Budget
- Timeframe
- Decision Making Process

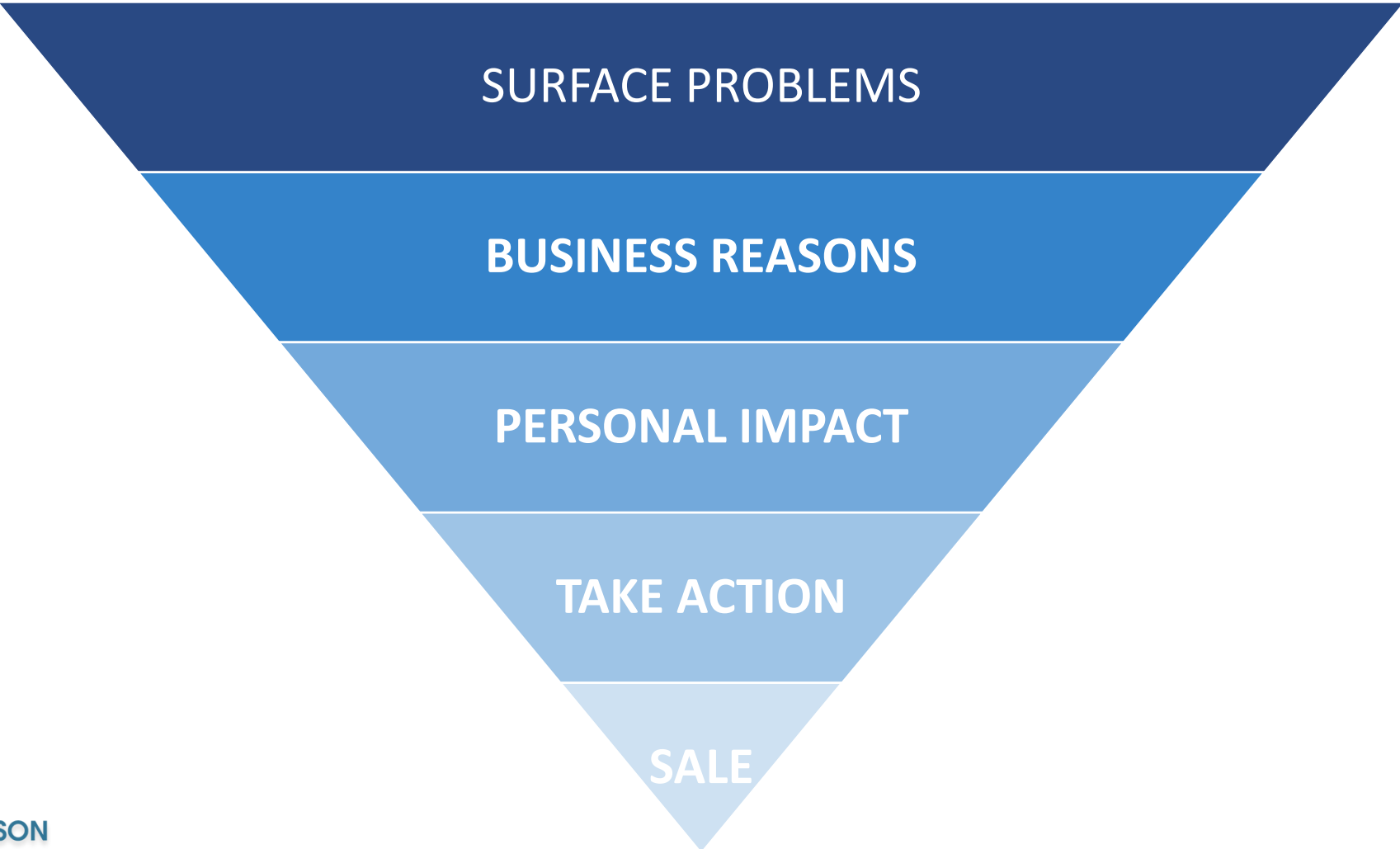
# What is Pain?

- An emotionally compelling reason to act or change

# How do People Make Decisions?

- People make decisions emotionally, and then justify them later intellectually

# The Pain Funnel



# Attitude

- I have the right to ask questions
- I have the right to say no if I think we are not a good fit
- I didn't lose anything, as I didn't have anything to lose

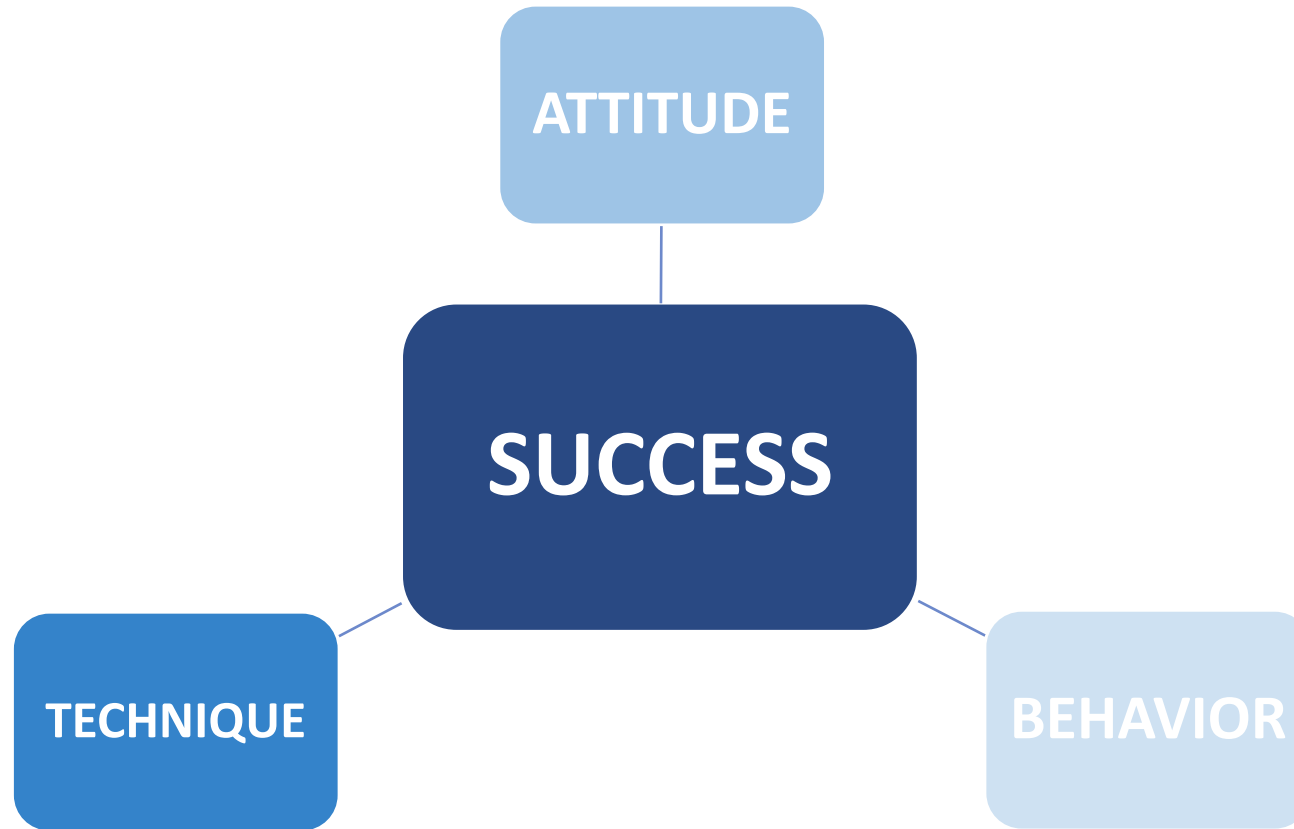
# Behaviors

- I will make the phone calls
- I will follow up
- I will be professionally persistent

# Techniques

- I will use asking for permission as a tool
- I will negotiate with softening words
- I will go for the NO
- I will expose the 800lb gorilla in the room

# Criteria for Success





# Constant Challenges

- Digging for pain
- Determining the budget
- Understanding the decision-making process
- Discovering the time frame

# We Qualify a Prospect by Asking Questions

How would you define these 3 techniques?

- Agreeing
- Clarifying
- Legitimizing what you hear

# Objections

- Here are 6 typical objections that salespeople encounter when qualifying prospects...
- *Using the 3 techniques we just discussed, how would you use them to qualify your prospect?*

# 1) I need to think it over

- Agree
- Clarify
- Legitimize

*Things to remember...*

## 2) Let me talk it over

- Agree
- Clarify
- Legitimize

*Things to remember...*

### 3) Email me some information

- Agree
- Clarify
- Legitimize

*Things to remember...*

## 4) Fred would be the best person to talk to

- Agree
- Clarify
- Legitimize

*Things to remember...*

## 5) Send me a quote

- Agree
- Clarify
- Legitimize

*Things to remember...*



## 6) Call me back

- Agree
- Clarify
- Legitimize

*Things to remember...*

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