



## Qualifying Customers Training

Welcome to the Qualifying Customers Training.

When it comes to sales, persuading a customer can take a while, and it takes effort. If the salesperson is successful, then the sale may just be worthwhile, but if he or she is not successful, it can really hurt; that is a waste of time on the salesperson's part. That Salespersons time could have been spending on selling to other, more likely buyers. This is where one of the tricks of the literal trade comes in: being able to qualify the customer as a buyer.

This one-day training course is therefore set to train your workers to capably qualify buyers more effectively with the use of different methods and techniques such as questioning techniques combined with reading body language. Learning how to spot a buyer, or objections within that buyer may help you save more deals. This is important if an organisation is spending big marketing budgets to connect with them in the first place. This session optimizes the whole process to make more effective sales professionals.

## Course Overview

You will spend the first part of the session getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives. This one-day workshop will give you some of those skills.

### This workshop will help you teach participants how to:

- Know what basic check for budget means.
- Learn how to price point a few different options to help customers feel more flexible.
- Learn to check for authority.
- Understand their own time management and timeframe.
- Learn how to make offers that is relevant solution to the prospective buyer's needs or problems.

### Check For Budget And Authority

In this session we will illustrate a few different examples how to identify and utilise the information from the skills learned by the participants on the basic of check for budget, price point, and checking for authority.

### Assess Financ And Timing

Here, participants will learn how to check up on their customer from time to time to remind them that they are still ready and waiting for their purchase, but not being be annoying, or turn them off on your product.

### Confirm Value

Probably the most crucial step to do as a salesperson is make sure that the product or service that you are offering actually offers a relevant solution to the prospective buyer's needs or problems. In this session participants will learn how to make sure that their product has actual value to their prospective buyer, or will never really qualify their buyer. We provide advice and lectures and a few activities for participants to work out value.

### Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

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