Altify

Win the deals that matter.

Your “cheat sheet” for smarter qualification.

For every unqualified opportunity your team works, there’s a qualified opportunity they’re not working.

You need to help your team focus on the deals that matter by identifying the prospects that represent higher deal sizes and faster closes. Your ability to properly and promptly size up sales opportunities puts you in the strongest possible position to outperform your competitors, acquire more–and better–customers, and accelerate your sales cycles. A rigorous, thoughtful, and repeatable sales qualification process provides the backbone for consistent focus and value for you, your sales team, and your customers. Use this cheat sheet as a guide to ensure your team focuses on the deals that matter most.

What is sales qualification all about?

It’s about listening. At its essence, a solid sales qualification process consists of a series of carefully designed questions. The key is to listen carefully to the answers to determine whether a deal is worth pursuing.

It’s about insight. An effective qualification process gives you a clear overview of all of your opportunities vs. sales goals, and greater visibility into each potential deal. That puts you in a stronger position for making better decisions.

It’s about an ongoing process. Sales qualification is not a one-time event: “Is this deal qualified or not?” Qualification should be a continuous process of discovery and validation—throughout the entire opportunity.

It’s about saying no. It can appear counterintuitive, but eliminating opportunities is a savvy strategy. When you thoroughly understand your target market, you can ask the right questions and determine if the potential opportunity is tightly aligned with your sweet spot criteria. If it’s not, walk away.

The key questions for smarter qualification.

Coach your team to keep the following cheat sheet handy as they prep for customer meetings. **Simply mark a “+”, “-“ or “?”** next to each category and make a determination about whether this prospect is qualified well enough to merit your engagement in a sales process.

Is there an opportunity?

- [ ] **Customer project -** A project sponsored by a key player has been approved and human resources are assigned.
- [ ] **Customer business -** You have a strong understanding of the customer’s business (their goals, pressures, initiatives, and obstacles) as it relates to this opportunity.
- [ ] **Customer financial condition -** The customer’s financial situation is compatible with the customer project.
- [ ] **Access to funds -** The requisite funds for the project have been allocated.
- [ ] **Compelling event -** A key player has confirmed that there is pressing need for change by a specific date to avoid consequence(s) of inaction or to get the anticipated payback.
- [ ] **Formal decision criteria -** The customer’s financial situation is compatible with the customer project.
- [ ] **Solution fit -** The solution is capable of meeting the critical requirements of the project—as described by the customer.
- [ ] **Sales resource requirements -** You expect you can win this opportunity with the same (or lower) sales effort, compared with similar opportunities.
- [ ] **Current relationship -** A key player has confirmed that you have a competitive advantage, based on their experience with you either in this company, as an incumbent supplier, or in a similar project in a previous company.
- [ ] **Unique business value -** A key player has confirmed that your solution delivers business value in a way that uniquely differentiates you from the competition.

Can we win?

- [ ] **Inside support -** A key player is your mentor or supporter.
- [ ] **Executive credibility -** You, or another person on your team, can regularly access an executive key player.
- [ ] **Cultural compatibility -** Your company’s culture is similar to the customer’s culture, in terms of their behaviors, practices and values.
- [ ] **Informal decision criteria -** A Key Player or Influencer has shared the intangible, subjective factors that could affect this decision and you can leverage these to your advantage.
- [ ] **Political alignment -** The key player(s) who own the goal(s) and/or pressure(s) want you to win and will influence the outcome.
- [ ] **Short-term revenue -** You expect the customer’s initial order to be the same size as (or larger than) the average opportunity size for your business, and the initial order is expected within a normal sales cycle.
- [ ] **Future revenues -** You expect this customer to have the same, or greater, lifetime value as the average lifetime value for your business.
- [ ] **Profitability -** You expect the profit to be the same as (or greater than) the average opportunity profit for your business.
- [ ] **Degree of risk -** The level of risk in this project is no greater than your normal projects.
- [ ] **Strategic value -** The opportunity is strategically important for your company.

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