

**FURTHER LEARNING AIDS FOR SUPER SELLING AND
CUSTOMER MARKETING SKILLS ONLINE COURSE**

module five

**FINDING CUSTOMERS WHO CAN AFFORD
TO PAY YOU NOW**



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LESSON 1: SALES PROSPECTING THAT WORKS



TARGET MARKET IDENTIFICATION GUIDE

- Who needs my product urgently?

- What's their gender? Male/female

- What's their marital status? If married, do they have kids?

- What part of town do they live?

- What matters to them most? Price, quality, prestige, etc.?

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SALES
PROSPECTING



LESSON 1: SALES PROSPECTING THAT WORKS (contd.)

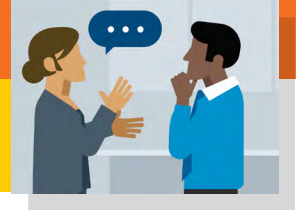
- How much do they earn?

- Where do they spend their leisure time?

- Are they salaried or business owners? What industry are they in?

Please note that what you use for your customer avatar will be based on what you sell, so don't restrict yourself to what is listed.

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LESSON 2: HOW TO BUILD RAPPORT QUICKLY

Building rapport is the ability to find common ground. Always appeal to the emotions of people you sell to.

AREAS WHERE RAPPORT CAN BE CREATED INCLUDE?

a. _____

b. _____

c. _____

ELEVATOR PITCH TEMPLATE

Attention is the currency in selling

EXAMPLE; "I help first time mothers through quality baby products achieve happiness"

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Another example; "A lot of first-time mothers have called me lately to thank me for helping them achieve happiness, would you like to know why"?

What statements would you use going forward to get a prospect's attention.

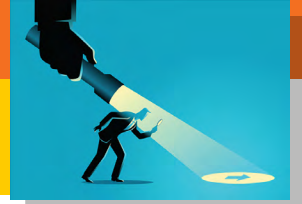
1. _____

2. _____

3. _____

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LESSON 3: HOW TO QUALIFY PROSPECTS



Outline 3 questions to determine if a prospect can do business with you.

Remember to use questions based on;

1. Ability to pay?
2. Is there a pressing need?
3. Urgency?
4. Decision-maker(s)?

a. _____

b. _____

c. _____

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Please note here that when we say paying now it doesn't only mean meeting prospects who can pay on the spot. It also means, finding prospects who can afford your product, have a budget and are willing/flexible enough to make a buying decision. This is because in B2B sales, the buying process is longer compared to B2C. Therefore, you may not always get the client to pay on the spot if for example he can't access his account at the moment.