

Qualifying Leads

In every business, we go through a certain amount of “qualifying” and prioritizing of the leads that come our way. The “danger zone” however, is sometimes “qualifying away” the majority of your lead base until your prospect pool has shrunk to a level that will not support your business. There absolutely is a right way and a wrong way to qualify, and to put the majority of the responsibility on your ability as a salesperson to sometimes turn a lead that does not appear to be ideal into an actual client. Let’s take a look at how to accomplish that.

Prospecting to the Correct Market

The first step in attracting qualified leads is actually prospecting in your correct market. Make sure that whoever you are advertising to and calling on have the correct profile and demographic of the client you want to attract. If your product or service appeals to the young, hip crowd, use advertising venues that appeal to that market. If the profile of your best clients is a more sophisticated, higher end client, advertise and prospect in those marketing pools. All too many times, we are spending our advertising dollars and attracting leads that are just not properly suited for our business type. You will find that if you have fallen into this trap, you may be generating a large lead list, but not converting them into actual bookings.

Don’t “Over-Qualify” in your Online “RFP” Forms

Keep those online inquiry forms simple! First of all, it is a proven fact that people do not like to fill out forms, especially long lengthy ones. Get the basic information you need in order to contact them and the type of event. By asking too many questions, you sometimes take away the personal touch of what you can uncover by asking real time questions.

Goal – Get the Prospect in the Door!

The goal is always to get as many leads as possible into your funnel and then on the phone, and then in your door. At any of those “touch points” along the way, you will be qualifying and determining if this is a viable lead. Use your ability as a salesperson to open the eyes of your prospect and show them how your product or service can satisfy and exceed their expectations. Very timely response is also a factor in establishing a good relationship quickly in the process. An immediate response to a phone call or online inquiry speaks volumes about your professionalism and responsiveness.

Listen . . . Ask . . . Create . . . Close

Once your prospect is in front of you, listening is the best thing you can do to start your sales process. If you immediately launch into the same sales pitch you use on every client, you may completely miss the mark of what this client is looking for. Listen to their vision, ask open ended questions, and then carefully craft your sales approach around their style and needs. Help to create the vision and paint the picture of exactly what

they are looking for. Ask more questions to make sure that this vision is exactly what they are looking for, then do not be afraid to close! Once all questions have been answered and needs met, ask for the sale.

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

Beverly Clark Enterprises
114 East Haley, Suite K Santa Barbara, CA 93101
800.933.3434