

Qualifying Scripts – Human to Human

1. **Situation** – Where are you living now? How long have you been there? How is it/has it been? What could be better?

We start with situation because it is an easy question that a consumer knows the answer to. Asking questions that are easily answered removes sales pressure, and gets them in the habit of speaking/sharing with you.

As we uncover their situation, we will uncover a pain point, this is where we will start to gain clarity on their goal, without asking “what is your goal” – be insightful

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2. **Motivation** – In an ideal world, when would you like to _____ (name the change – do not say sell/buy your/a house)? What about being done by _____ is important? If not finished by then, what is the plan b?

Motivation is not goal, but rather the timeline by which they want to achieve it and the urgency (reason). When discussing their situation, the goal is to identify a current pain point OR something that “could be better” such as “more space” or “closer to work” etc. When we identify the reason to change the situation, the key details are “Timeline and Urgency”.

We cannot sell readiness, but we can remind of what THEIR urgency is/was and leverage it to drive continued action, toward their goal, not ours.

Key is to speak in terms of the change, not selling/buying – contribution language vs conversion language.

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3. **Goal** – Here we state what we have gathered from their situation and motivation to “label” (never split the difference) the client and then have them expound upon it and fill in the blanks. “Sounds like the goal is to _____ (situational change) by _____ (timeline) because _____ (urgency)... what else is most important to you in making this change?”

In labeling the goal we are creating the opportunity to share more, rather than creating the pressure to share all. As a sales leader, inspiring change, comes from creating feelings of confidence and being understood for the consumer – this is achieved by asking open ended questions, listening to the answers and being insightful to the reasons for the things they are saying.

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4. **Problem** – “_____ (client name), I know that accomplishing _____ (goal) is important, what about getting this done is most scary, overwhelming or simply the most

difficult?” OR “You have been wanting to _____ (change to achieve) for _____ (how long they’ve wanted to), what has stopped you in the past?”

Getting the client to share with us what has stopped them from accomplishing their goal will become one of the key reasons for the meeting. Create clarity to the appointment by leveraging the solution to their problem.

5. **Solution** – You are the solution. We now close for the meeting by backing into the appointment, to discuss _____ (solving their problem), so that we can set them up for success to _____ (achieve their goal).

The art of backing into the appointment is not to corner the consumer with two days and times... rather to start broad and then zoom in.

“Backing into the appointment” - Once you have identified the REASON to meet and reiterated the BENEFIT TO THE CLIENT, back into it:

- What is usually better for you, weekdays, or weekend?
 - o Weekdays: Great, beginning or end of week?
 - End of week: Great, Thursday or Friday this week?
 - Beginning of week: Awesome, Monday or Tuesday next week?
 - Morning, Afternoon or Evening on _____?
 - o Evening, great, what time between 4pm and 8pm work best?
 - o Weekends: Awesome, this weekend would Saturday or Sunday be better?
 - Perfect, this _____, would morning, afternoon or evening be preferred?
 - Morning, fantastic, what’s best between 8am-11am this _____?

We are facilitators of change for our clients. Change that they choose, that will improve their life and to achieve it on their timeline.

The purpose of this qualifying method is NOT to replace transactional qualifying (LPMAMA), but rather to gain consumer perspective, understand thought process and earn the human relationship before earning the business relationship.

The consumer must like you personally first and foremost, this will allow you to earn the right to build a professional relationship (because they will answer your calls and hear you out).