

Qualification Questions

Solution:

- Is there a solution you can supply and support?
- Can it be matched within your companies' current portfolio?
- Can you clearly articulate the value of our solution?

Competition:

- Who are you competing against?
- How will the competition position their solution?

Originality:

- Can you offer something 'original' or unique to this potential sale?
- Can you "move the goalposts" to improve your position?

Timescale:

- Are you aware of their timescale?
- Is their timescale reasonable?
- Does it fall within your own 'sales cycle' criteria?
- What business issue is driving the timescale?

Size:

- Is the potential order value worth the effort?
- Is your company large enough to handle it?
- Is the potential client of a size that you would normally deal with?
- Do you have the project resource to win the bid?

Money:

- Is there a budget allocated?
- How much is it? Is it approved?
- It is reasonable; can you provide a decent solution for that amount?

Authority:

- Are you speaking to the right person?
- Do they have the authority to make the decision?
- Do you know who else is involved?
- Do you know how the decision will be made?

Need:

- Are you aware of all their needs?
- Can you match them?
- Why do they need to do it now?