



Is The Prospect Legitimate?

A key part of every salesperson's responsibilities is to keep the top of their respective sales funnel full of potential opportunities. Some of the opportunities can be new; some can be "organic" (from existing business). Either way, they both count based on the prospecting you've done to drive business.

Whether you are at a trade show, over the phone or face-to-face at a customer's facility, you will need to quickly determine a prospect's legitimacy. Wouldn't it be great if legitimate prospects wore buttons that said "I'm The Man!" (or Woman). Or maybe a button even more to the point, as our President would say, "I'm The Decider!" Of course, selling is not that simple and the challenge of identifying the legitimate prospect is part of the fun and excitement of selling.

We would suggest to you the best way to identify a legitimate prospect is to ask questions of your prospect to see if they're really **MAD**! No, we don't mean whether or not they'll go "postal". But whether or not they are **MAD** enough and convinced your specific value proposition will solve a pressing need the prospect may have.

The first part of being **MAD** enough is to determine if your prospect has **M**oney. Is the project funded or budgeted? If not, it could be an uphill battle to acquire the funding and therefore your sale is in jeopardy. If the prospect does not have the **M**oney, you're probably not talking to a legitimate prospect.

Even if funding is available does your prospect hold the second key to truly be **MAD**...the **A**uthority to OK the funding for the project? Are you really talking to the Economic Buyer or someone who reports to the Economic Buyer? Your biggest clue is if the prospect says something like "***They*** will have to look at this".

Lastly, is the prospect **MAD** enough to have the **D**esire to get this deal done! Is your ROI compelling enough to save the prospect significant dollars or allow the company to grow their revenues? If they are really **MAD** you're talking to a Legitimate Prospect!

Ask questions to find out how **MAD**, and legitimate your prospect is.

The next tip — on or about Feb. 15 — Working with the Buying Influences .

[For more tips visit our web site at salesconcepts.com](http://salesconcepts.com)

