

# Why make your qualification curious?

Use curious qualification to find out how to craft a sale around the customer



From the moment you connect with a customer (be it on the phone, email or face to face), you need to be working to establish the basis of a potential sale. This means curiously and productively qualifying your customer using upbeat and positive conversation.

To craft a sale around the customer's circumstances, you need to fully understand your customer's individual circumstances for buying a home from you. Every sale is based on 4 building blocks, what their requirements are in a home or investment, the timescales they are working to, their current situation and proceedability, and of course, their plan to finance their purchase.

Gathering the 4 key blocks on which to base a sales is called Prequalification and gaining information quickly yet through purposeful conversation, helps you to understand clearly the basis of a possible sale. You need to know what the customer's needs are for a new home, the financial plan and budget they are working to, how proceedable they are and what action needs to happen to make them proceedable, as well as their readiness to make a buying decision.

Without this key information, you can invest a lot of time with people yet not achieve a sale, you will get more information from your customer if your questions are curious as well as productive.

Good qualification questions, wrapped in rapport building conversation, are the key to your success.

Without understanding the basis of the potential sale, you have nothing to sell!

Craft your best, most curious qualification questions and really get to know your customer before you start selling.

Qualification never stops, as your understanding of the customer will keep on building as you work with them more. Really excellent qualification takes your understanding of the customer's information and develops it as the conversation moves forward.

Good qualification is all about using the information the customer has provided and using it to gain their commitment to your product.

Good qualification feeds you with vital information that you will need later in the sales process; turning objections into liveable solutions, negotiation.

Achieving a detailed customer profile makes the sales activity easier and provides you with greater control.

The more information you have from the customer, the greater understanding you have of how to deliver your product so that it will totally appeal to the customer.

Curious qualification, will help you to maximise the use of your time *and* to craft a more relevant, profitable sale

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