



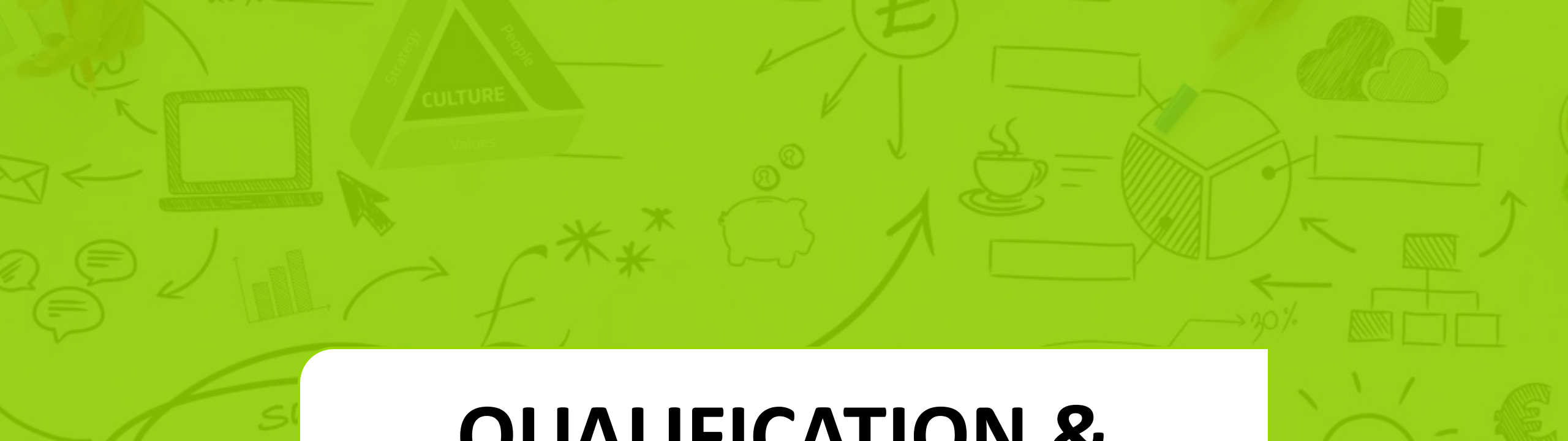
**SHEET
PLANT
ASSOCIATION**

QUALIFICATION AND NEGOTIATION IN EVER CHANGING TIMES

12TH MARCH

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SBRConsulting



QUALIFICATION & QUANTIFICATION

QUALIFICATION FRAMEWORK

Qualification Criteria	Questions	Score
Need	What do they want and why do they want it – what is the issue, consequence and value?	
Timeline	When do they need it?	
Authority	What is the process?	
	Who else is involved?	
	What are the criteria?	
Budget	How is it being funded? What is the budget?	
Obstacles	Competition – We know who we are competing against? (internal/inertia/direct and indirect)	
	Solution – Can we match all their technical requirements?	
	Uniqueness – Do we know that we have a clearly differentiated offer vs the competition?	

QUANTIFYING OPPORTUNITIES

Status: Help you to uncover facts and details, for example how many businesses are they supplying?

Issue: These are questions that relate to business issues, i.e. problems or opportunities that a company or individual in a company is facing. For example, “How are you responding to the increased pressure on suppliers due to Brexit?”

Consequence: The third category are ‘Consequence’ questions. These are questions that explore the effect that issues are having. For example, “What effect is the increase in raw materials having on your business?”

Value: These are the questions that uncover the value perception that the customer has of resolving the issue and consequences. For example, “What would it mean to the business if you were able to expand nationally through one supplier?”

ANSWERING OBJECTIONS



ANSWERING OBJECTIONS

Qualify

Thank them.

Draw it out.



Feel

Empathise.

Felt

Use Specific
TPV.

Removing
their terminal
uniqueness.

Found

Show the
solution
through TPV.
'What they
found was...'

Question

Check in and
move on.

DELIVERING BAD NEWS

1. Bad news should never be a surprise
2. Never delay
3. Carefully choose your communication method (Face to face, Virtual, Phone, Email)
4. Never hide the facts
5. Look for positives
6. Always bring solutions/ Action plan
7. Always follow up and follow through
8. Make sure they hear it from you
9. Don't play the blame game

