

## B2B Qualifications

So we've mentioned this word qualification, which is mostly concerned with those selling B2B. As part of your research, intelligence gathering efforts, secret shoppers, surveys, lead nurturing process, or simply by picking up the phone and trying to get the information – these are key questions that you would like to know the answer to, before you spend too much time and effort in the sales process.

In business environment, may well be more than one person that you need to convince – could be a buyer, the person directly using your product/service, a finance person, an IT or HR person... and you need to know whether the only route in to the company is via formal tendering procedures, or whether they would consider (for example) specific literature on an alternative product to the one they use. If its formal routes, do they have specific review periods each year, or do you just have to get their agreement to stay in touch so that you don't miss out when the time actually comes.

Any intelligence on their current suppliers of course is like gold dust, and if you can get to talk to the right person (or meet them at a trade show or exhibition for example), what are the top three benefits.

And of course, if you do need to confirm that they need/use what you are selling (if you've done good preparation this should now be certain), and that they have a budget line to pay for it.

### DETOUR

If you're selling something that's "nice to have" – back massages for staff – you'll get nowhere unless there is a budget for staff wellbeing. And even then, it needs to be couched in terms like "the cost of absenteeism due to back problems in the UK is £xxx. Could you afford 5% of your staff to be on sick leave for xxx weeks or not performing at their best? Do you know that you have a duty of care and could be liable for injury and a stiff financial penalty suffered by your employees if you don't investigate their seating,

posture, regular breaks etc.? And back pain is exacerbated by stress..... (i.e., whatever you can throw into the mix that is bottom line related) Our massages are proven to do xxxx and reduce the chances of yyy – and we can do before/after work and in lunch break so no gap in their productivity)