



## MBD<sup>insight</sup> #28

### **There are no customers who do not buy, but simply prospects who fail to qualify.**

Many people in sales and business development believe the reason a prospect didn't buy is that they lacked sufficient information, enough justification or adequate incentives convincing them to buy. This is an example of a traditional push sales philosophy and the "pester peddler".

In reality, the Professional in Business Development quickly recognizes that this individual failed to qualify for their product or service. Either they didn't have pain, weren't aware of it and motivated to do something about it, or other significant conditions were present that should have disqualified them earlier in the process. Prospects cannot be expected nor pushed to buy a product or service that they do not see addressing an issue of significance to them at that particular time.

It is not our sales ability as professionals that wins us business. It is our skill to quickly and efficiently qualify prospects, having the motivation and means to purchase our products and services that makes the sale.

*Qualify today ... sell tomorrow.*

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