

# Do You Have A Pre-Qualification System?



**Does this sound familiar?** You meet a prospect and play phone tag. Months later, you arrange a meeting, you give away valuable ideas and information during the introductory meeting and you wait.

**You go through this process over and over and over.** Eventually, someone does business with you. If you're lucky, about a year later, you're actually working with that new client.

**The problem with this process is that you're at a disadvantage for several reasons:**

**1. You are in pursuit mode.** Unless the prospect has an immediate need, you are in a position of having to convince them.

**2. You spend a great deal of time just determining if there is a good fit.**

**The bottom line is your time is valuable.** Setting up a pre-qualification system just makes good sense because not every call, email or referral you receive is your ideal client.

**Almost any piece of your selling process can be systematized and/or automated.** With a well-defined pre-qualification system, you and your prospect can determine if there is a good match.

**Implementing a pre-qualification system may be easier than you think, too!** Here are some tips:

**If you spend countless hours educating your prospects or answering frequently asked questions, use your marketing resources to help you serve them better.** Include those frequently asked questions and the answers on your website.

**You may even find that you can overcome objections simply by answering a question that your prospect hasn't expressed but may have on their mind.** How would you know what that concern is if they haven't expressed it?

**The answer is simple.** Listen to your existing clients.

**For example, one of my clients who has a successful hypnotherapy practice discovered that one of her existing clients hesitated doing business with her.** Turns out her client attended a show where she saw an audience member being hypnotized and forced to bark like a dog on stage.

**When my client discovered this perception of hypnotherapy, she addressed that very concern in a Q&A on her website.** If you have a specific process, you may want to add a video which can also help explain the process you take your clients through. In the end, you will empower your prospect to make an informed decision.

**When creating your pre-qualification system, remember to also put on your customer hat.** If your system is too complicated, you may lose them. Create a user-friendly process that provides continuous value.

**Begin by mapping out your entire sales process.** Once you have that mapped out, consider how you can systematically and automatically pre-qualify your prospects. Then, watch as you increase your bottom line.