

 Level 3

# Sales Mastery

## Sales Warm-Up and Qualifying

*Presented by :*















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# The 7 Step Sales Process



1. Sales Prospecting and Preparation



2. Sales Warm-Up



3. Sales Qualifying



4. Sales Presentation



5. Overcoming Sales Objections



6. Sales Closing



7. Sales Follow-Up

# Step 2

## Sales Warm-Up

# The Sales Warm-Up

- Break the “Salesperson” pattern by building rapport and bonding
- Take the prospect/client’s mind off of the sale
- Prospects/clients like to talk about themselves!





# Conducting the Sales Warm-Up

## Topics:

- How they got into their business
- Personal interests (hobbies, sports)
- Family

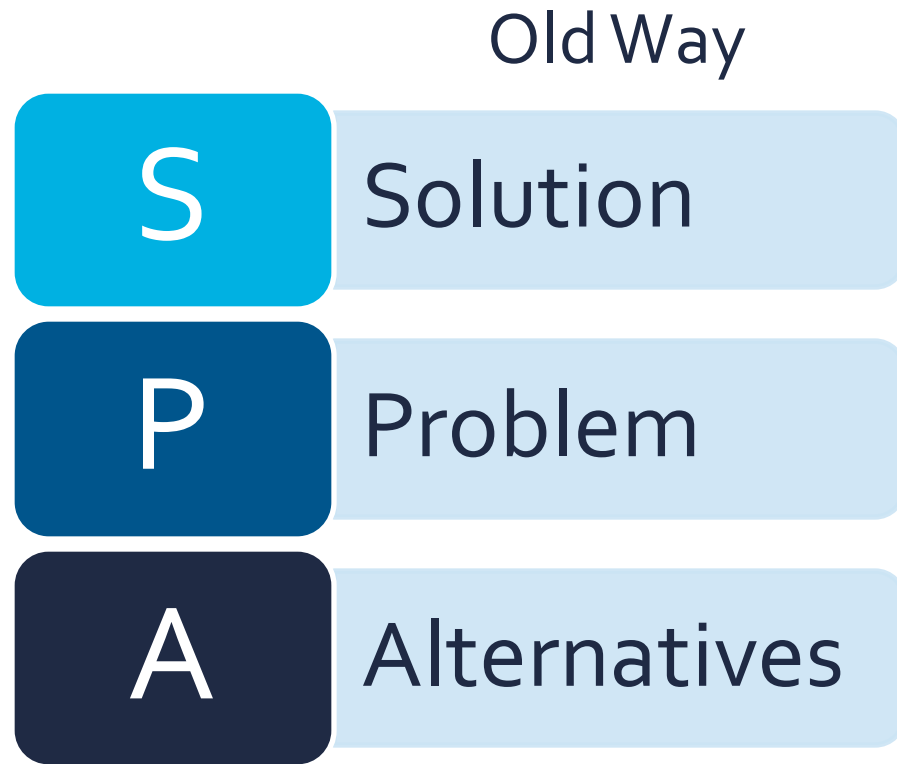
## Transition:

- Would it be okay to ask you a few specific questions about the security of your business?

# Step 3

## Sales Qualifying

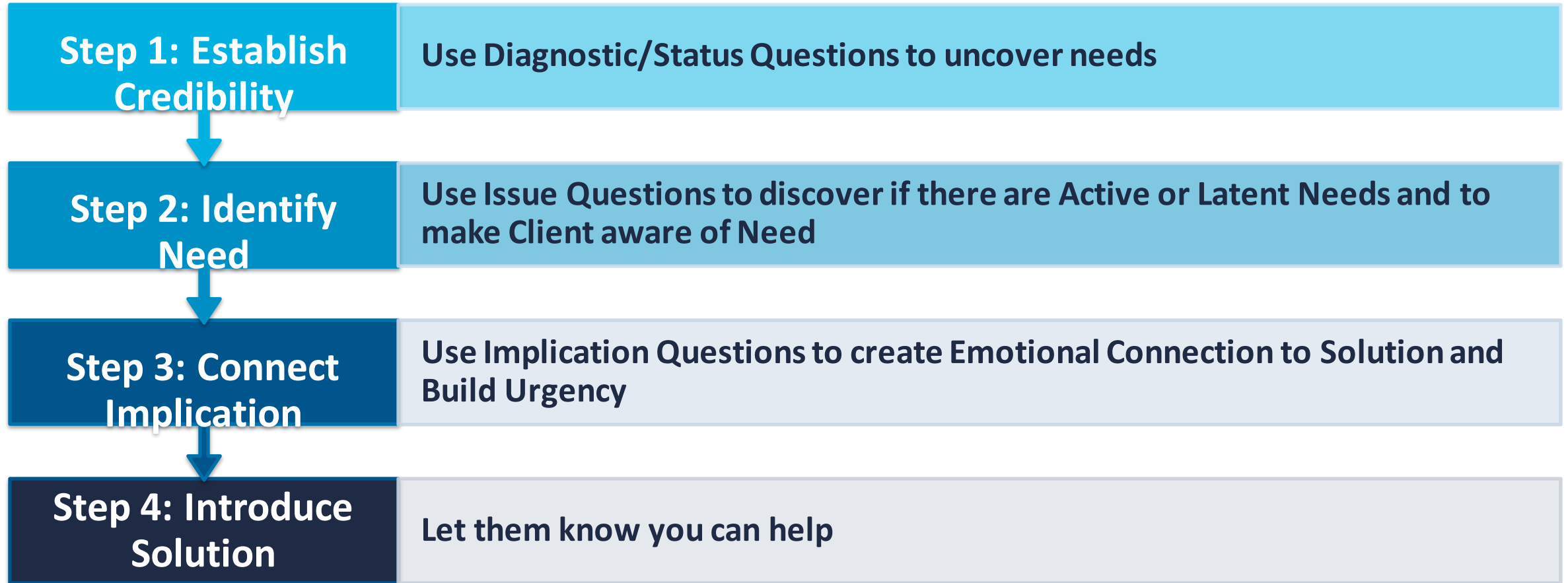
# Positioning Your Services For Maximum Value and Urgency



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# Qualifying Prospects Using the QBS Approach



QBS Research Inc™

# Diagnostic Questions:

Establish Credibility and Initiate Needs Development

- What security systems are in place today?
- What regulations and standards apply to you?
- How do you demonstrate compliance?
- Is all your sensitive data identified and protected?
- What are your high-risk systems and platforms?
- Do you provide security awareness training for staff?
- Do you manage security in-house, or do you outsource?





# Issue Questions

## Identify Active and Latent Needs

- What's the most significant business issue you currently face, as it pertains to security?
- What would you like to accomplish as a result of strong security?
- To what extent is your business growth affected by your security concerns?
- Do you have to ask your MSP to advise on improvements needed in your security posture, or is your managed service provider proactively offering them to you?
- For what reasons are you looking to hire a security partner now? What triggered your decision to hire a new security partner?
- What's made this so urgent or important now?



# Implication Questions

## Build Buying Temperature and Urgency

- How adversely would a security breach affect your business? Company Morale? Customer Relationships, businesses and personal lives?
- What if your company and customer data were stolen and available on the dark web?
- What kind of a PR nightmare would that type of breach create?
- What's the worst that could happen if you did nothing to address these issues?





# Budget Questions

Inform Solution Development and Pricing

- How do you handle budget considerations?
- Whose budget will support this initiative?
- How will our engagement get funded?
- What sort of budget do you have in mind?
- Are funds allocated, or must they be requested?
- What is your expectation of investment required?
- Does your budget to solve these problems match the severity of the problems?

# We Can Help

# Tie-Down and Trial Close Questions

Elicit Feedback and Gauge a Prospect's Proximity to Closing

## Tie Downs

- Does that make sense?
- Wouldn't you agree?
- Does that sound reasonable?
- Do we have an agreement?

## Trial Closes

- If we could address all of these problems for you and remain close to your budget, would you be ready to move forward?
- Is there anything I've shared with you today that would prevent you from taking the next step, and allowing us to conduct a security assessment?



# Next Steps

## After Qualifying

- If your prospect isn't qualified for your services, move on
  - Need, Budget, Cultural Fit
- If your prospect is qualified, move to the next step in your process
  - Request an onsite engineer or technician perform a Security or Technical Assessment of your prospect's environment
- The information collected will inform your pricing and proposal development strategy

