



May 2014

How Qualified Are You?

The biggest dilemma of a salesperson is chasing leads which are vague and require a lot of investment in terms of time and money. To qualify sales prospects on the basis of their 'readiness to buy', therefore becomes a good business decision and a necessary one especially in today's market where it seems consumers are shopping prices and looking for "deals".



The classic criteria for qualifying are: need, budget, authority and time frame but there is a fine line between "qualifying-out" and "qualifying-in"? Its almost like an art, too aggressive and you could lose the customer and too passive and you could waste valuable time. Another important factor is are you qualified to qualify the customer. Do you know your products well enough to direct the customer?

The sales force needs to maximize the time they spend working deals that will close. However qualification by the book just doesn't cut it sometimes. And it really doesn't work when you're overly focused on things like "current need" and "time frame," both of which can be particularly hard to pin down. For example your customer wants a painted high gloss kitchen in three weeks. Can it be done? Yes, will it be done? Chances are it will not. We need to qualify our customers in order to define their needs and our ability to provide for those needs.

Remember the "sales" interaction is going to directly impact whether they recommend you to their friends and family or return in ten years down the road when they are renovating their next home. Customers aren't just buying a product, they are investing in a relationship that will involve service, support, and, yes, possibly more sales on into the future. Qualifying the customer has to lay the groundwork for this investment.

If you think you can do a thing or think you can't do a thing, you're right.

~Henry Ford

High Gloss Thermofoil

White High Gloss is coming to our stock program this month. This will be available on Slab styles only. Pre-order your samples today!

Sierra Collection

Our Sierra Mitered door collection is being renamed the Victorian Mitered Collection.

Our naming systems have always been a bit confusing, and we are doing our best to straighten that out.

The collection has not changed, the same options and finishing are still available. Contact sales with any questions.

Flex Friday Closing Schedule

May 9th (Friday)

May 19th (Monday)

May 23rd (Friday)

June 6th (Friday)

June 20th (Friday)

For further details please contact sales or customer service

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We Appreciate Your Business!

Profile Corner



Victorian Mitered

