

Qualifying Guide for Prospective Customers

Qualifying is an early stage of the sales process, in which your Sales Team is still working to determine which of their prospects would make good customers. Work with your Sales Team to identify which Buyer Personas they will target, based on authority to purchase and sense of urgency. Then, for each target Buyer, tease out the challenges your offering can help that person solve, the impact of solving those challenges, and what a potential solution might look like--all without mentioning your product.

Buyer Persona: Chief Revenue Officer

Pain Point	Impact	Potential Solution
<i>What problem does the buyer face?</i>	<i>What is the impact of not resolving this issue?</i>	<i>What is a potential solution?</i>
Sales team lacks understanding of target buyers and differentiated value proposition.	• Sales team struggles with qualifying and positioning. • Deals move slowly. • Low win rate. • Growth and revenue targets at risk.	• Hire experienced product marketing leader. • Conduct win/loss analysis. • Introduce product certification. • Review buyer personas.

Buyer Persona:

Pain Point	Impact	Solution

Buyer Persona:

Pain Point	Impact	Solution

Buyer Persona:

Pain Point	Impact	Solution