Activity 16-A
Designing A "Qualified Suspect Profile"
For Increased Sales Efficiency With Everything You Do
Individual Exercise

Develop a listing of the characteristics/traits/uniqueness'/etc., of what a present Qualified Suspect/Prospect would look like that you would attempt to engage in the selling process.

Activity 16-B Designing A "Qualified Suspect Profile"

For Increased Sales Efficiency With Everything You Do Team Exercise

Prospect could look like that you could engage in the selling process.	π or

Now from the clarity of these traits or descriptors, you fashion questions that allow you to get to whether each new contact in your future fits or does not fit these characteristics of present customers.