

**Activity 20-A**  
**Designing Core “Disqualifying Questions”:**  
“Disqualifying” The Financial, User and  
TimeLine Decisions Makers’

Pair off with a role-playing partner, take turns working through the following scenarios. One person assumes the role of buyer the other seller. Sell through the scenario presented and develop multiple questions that sound conversational that could be used in each scenario and develop multiple logical responses to each.

**Scenario One – Financial:**

Susan is a buyer and is looking to spend less than your retail price point, she has alternative sources of funding she can access if desired. What would you do?

**Scenario Two – User:**

Tom is looking at your product/service and has not asked any questions about the application or utilization of the product/service, his interest has been around several other buying decision concerns. You have had a dialogue with him concerning finance, time line for acquisition, whether the product is desired, what have you not addressed and how could you address it?

**Scenario Three – Time Line:**

A corporate buyer is on the telephone inquiring about rushed delivery options, your normal delivery mechanism won’t meet their needs, how could you proceed?