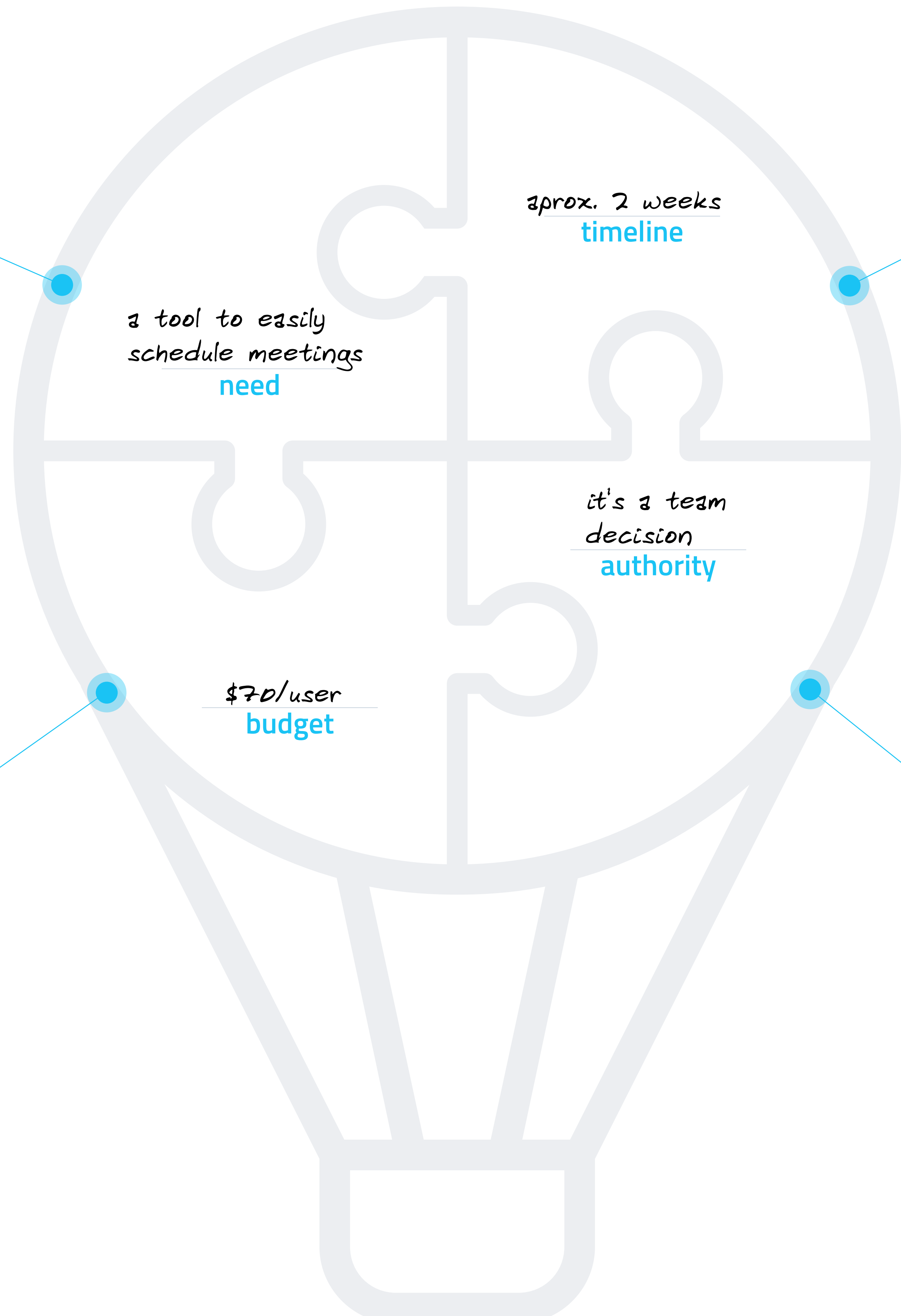
Sales qualifying canvas

the *less is more* methodology

July 20th 2018
date

Appointment software
product/service

BonTIME
company



Needs

I can identify my client's needs by asking:

- How many appointments does your sales team have per week?
- What are the problems they are currently facing?
- Did you buy something similar in the past?

Timeline

I can identify my client's timeline by asking:

- How urgent is it for you to use a product like this?
- Do you know how much time it takes to sign the contract?
- What other departments will be involved in the buying process?

Anchor

I can identify my client's budget by:*

- At first sight, I would say the package will cost around 100$/person.
- Is there a budget you shouldn't exceed?
-

Authority

I can identify if my client is the decision maker by asking:

- Who else will be participating in the demo?
- Are there any other people that will use our product besides you and the team?
- Are there any reports that you need to present to somebody else?

*Use the anchoring principle.