



POTENTIAL
Sales & Consulting Group



Objective
Management
Group®

SO WHO ARE YOU REALLY LOOKING FOR?					
Skill	Hunter	Farmer	Account Manager	Closer	Consultative Seller
Prospects Consistently	√				
Gets Past Gate Keepers	√				
Gets to Decision Makers	√	√		√	
Gets Appointments When Prospecting	√				
Receives Plenty of Introductions	√	√	√		
Will Prospect	√				
Has No Need for Approval	√			√	√
Recovers from Rejection	√			√	√
Develops Bonding and Rapport	√	√	√		√
Knows How to Handle People	√	√	√	√	√
Gets Prospect to Agree to Make Decision				√	√
No Inappropriate Quotes or Proposals		√	√	√	√
Attempts to Close		√		√	
Has Closing Urgency		√		√	√
Won't Accept Put-Offs	√			√	√
Has Supportive Buy Cycle	√			√	
Effective Time Management	√				
Controls Emotions	√			√	√
Enjoys Selling	√				√
Has Supportive Record Collection	√	√		√	√
Uncovers Actual Budget	√	√			√
Gets Referrals and Introductions	√	√	√		
Has High Money Tolerance		√		√	√
Comfortable Talking About Money		√		√	√
Does NOT Assume	√	√		√	√
Learns How Prospects Would Buy		√			√
Learns Why Prospects Would Buy	√			√	√
Lots of Follow Up Calls		√	√		
Should be Their Friend		√	√		
Lacks Closing Urgency			√		
Has Difficulty Recovering from Rejection			√		
Has Need for Approval		√	√		
Won't Prospect		√	√		