

Thorough qualification is an essential skill for all successful sales people; indeed many sales managers would argue that it is the most important skill. Not only is it essential to manage the sales funnel, excellence in qualification is the mark of a professional sales person – the ability to fully understand the customer buying situation and respond accordingly.

Hopefully, you put a lot of effort into qualification, and use some of the many excellent tools available to qualify and plan Opportunities (if not, we recommend the ProAct MAP2 Opportunity Planner). However there will always be occasions where we have to do a very quick qualification, often sitting in front of the customer. In these cases, you may want to use our very simple mnemonic – CUTEMAN, designed as a quick reminder when we are in Tactical Selling (Quadrant 3 of the Purchase Decision Cycle)

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| <b>C</b> | <b>Competition</b> | Do we know who the competition is?<br>Are we positioned more strongly than competition?<br>Are our relationships stronger?   |
| <b>U</b> | <b>Uniques</b>     | Do we have any uniques (product, relationships, financial, business impact, risk etc.)?<br>Can a value be put on our uniques?  |
| <b>T</b> | <b>Timescales</b>  | Is there one set, by whom?<br>Do we understand any business critical time points?<br>Can we realistically meet the project timescales?   |
| <b>E</b> | <b>Extent</b>      | Is the overall project value in our target range?<br>Is the total lifetime value attractive to us?   |
| <b>M</b> | <b>Money</b>       | Is there a budget allocated?<br>Do we understand how the project will be funded?   |
| <b>A</b> | <b>Authority</b>   | Do we understand who makes the decision?<br>Do we understand the decision making process?<br>Are we talking to anyone with significant authority?<br>Can we gain access to all relevant people?                  |
| <b>N</b> | <b>Need</b>        | Is there a real need?<br>Do we understand how it relates to the business?<br>Do we understand the driving mechanism?<br>Can we provide a solution that fulfils the needs?<br>Will our solution be within budget? |

Further qualification tools, including a CUTEMAN reporting tool are available for download from [www.proactbd.com](http://www.proactbd.com)

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