



3260 Hampton Avenue
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Despise

- Change their mind all the time
- Don't remember what they agreed to in the past
- Don't read their e-mail
- Don't use communication tools
- Don't agree amongst themselves
- Bad delegaters (internally)
- Don't read the manual
- Don't demo software - leap without looking
- Prima donnas
- Not profitable for us
- Don't follow our recommendations
- Price shoppers - do things on the cheap
- Tend not to use the approved channels of communication
- Don't give feedback, when they do it's not accurate
- Make lots of assumptions
- Try every workaround before they ask for help - don't ask for help early enough
- No business plan
- No vision of what they want to achieve
- Horrible payers
- Litigious
- Not self aware - don't recognize that they have faults, not accountable
- Not disciplined
- Indecisive
- Belligerent
- Deluded
- Unfocused
- Not invested in success of the organization
- Always looking for shortcuts
- Don't take us seriously



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Love

- Highly communicative
- Precise
- Provides timely feedback
- Tests thoroughly
- Doesn't make assumptions about where the problem is
- Flexible
- Open minded
- Appreciates the value of experts
- Highly communicative
- Provide feedback
- Precise
- Good payers
- Trust us enough to give us access to do what we need to do
- Gives us interesting work
- Fund projects for as much as we need to complete the work
- Understand the value of what we're doing
- Patient
- Polite
- Flexible
- Deferential to our expertise and willing to change the way they do things to take advantage of our insight
- Responsive
- Fair
- Cooperative



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Disqualification criteria

We took the lists above, prioritized them and boiled them down into a handful of criteria we're looking for to disqualify a lead. They're not always black and white, however, with practice it's not difficult to ferret these things out quickly.

- Does not have a budget, or a realistic expectation for what it should be
- Does not include in the meeting, or provide us access to, a decision-maker with buying authority or its equivalent
- Does not have a track record of investing in technology
- Does not value guaranteed results, on time delivery or quality control

Questions

I use the criteria above as the guidelines to keep me focused on what information to draw out during an initial interview. The first objective is always to have a grasp of the customers overarching problem and what they're trying to achieve. The rest of this information only fits inside that context.

These questions are not part of a script that we use and not all of them are asked in each case. However, they naturally come out in our initial sales interviews.

- Tell me about your decision making process?
- How does your decision making process work?
- Who has the final say on project like this?
- What technical infrastructure do you have in place currently? Servers? Workstations? iPads/iPhones? etc.
- Have you ever been involved in custom application development before?
- Have you discussed a budget?
- I want to set reasonable expectations for a budget so I bring this up and discuss money early in the process. When I'm the buyer, there's nothing more frustrating than thinking I'm on track to get something great only to find out later that I can't afford it.