

NOT PRE QUALIFYING

VS

PRE QUALIFYING

Top sales professionals use the resources that make their jobs easier. If you are not using the FFS pre-qualification tool you are just making your sales more difficult than they need to be.

A customer's ability to pay you is unknown.

You may spend several weeks or more before the realization that the customer has an inadequate budget or no way to pay.

Lack of certain credit related intel can create information requests that may surprise or frustrate customers.

Customers will experience the normal time required for the credit review process.

Understand if customers will have the ability to pay you.

You can avoid spending your time on opportunities where customers are unlikely to be able to pay, and prioritize your qualified opportunities.

You are able to prepare for and manage requests for personal guarantees, financial statements, or other information.

A formal credit review can often be completed in half the time or possibly quicker if a pre-qualification has already been completed.

