

COLUMBO

SEASON ONE

Motive
Opportunity
Means

The Key to Successful Selling



Means (capability, qualify)

- **Crime:** Detectives assess if the suspect had the means to commit the crime, such as access to a weapon or necessary skills.
- **Sales:** Find out if the prospect has the capability to purchase the product or service. This includes their buying authority.
- Do they have the necessary non-financial resources?
- Do they have the necessary fitness?
- Do they have the necessary time availability?
- Are they old enough? Young enough?



Means (capability, qualify)

- *Is the land good or bad?*
- “For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it” Luke 14:28)
- Do they have the financial or physical ability to execute?
- “Every man shall give as he is **able...**”(Deuteronomy 16:17)



MOTIVE (Need, desire / pain or gain)

- **Crime:** Detectives look for a motive, such as financial gain, revenge, or jealousy.
- **Sales:** Look first of all for the PAIN. People are much more motivated to get out of pain than to make a gain.
- Use P.A.I.N. Index: (Problem, Assess, Implications, Next)
- Identify if the prospect has a genuine need or desire for the product or service.



MOTIVE (Need, desire / pain or gain)

MOSES QUESTIONING STRATEGY

- *Is the land fat or lean?* (Does this have the potential to be very rewarding?)
- “In all labor, there is profit.” Proverbs 14:23
- “I *am* the Lord your God, who teaches you to profit, who leads you by the way you should go”. Isaiah 48:17
- “You shall remember the Lord your God, for it is he who gives you power to get wealth, that he may confirm his covenant that he swore to your fathers, as it is this day”. Deuteronomy 8:18
 - a. Will this be profitable? Will we lose money on this?
 - b. Will this be profitable for them?





MOTIVE (Need, desire / pain or gain)

- *Is there any wood?*
- “A good man leaves an inheritance to his children’s children...”
(Proverbs 13:22)
- Potential to scale over time?
- Can this customer buy more often? Is it repeatable?
- Potential for the prospect to scale their experience?



Has no admitted motive

- **Identify Key Benefits:** "What would be the most valuable outcome for you if you were to solve this problem with my product/service?"
- **Explore Personal Impact:** "How would improving this area impact your day-to-day quality of life or future prospects?"



Has no admitted motive

- **Quantifying ROI:** "If you could see a measurable return on investment (or effort) within 90 days how would that influence your decision to move forward?"
- **Long-term Vision:** "What does life look like a year from now if you don't take action vs how it could look if you do? How do you think what I'm recommending can help you get there faster or more efficiently?"



Has no admitted motive

- **Impact of Delay:** "What impact is the current situation having on your business or personal goals by delaying this decision?"
- **Consequences of Inaction:** "What are the potential risks or downsides if you continue without addressing this issue?"
- **Pain Point Intensification:** "How much longer can you afford to manage with the challenges you're currently facing before it starts affecting your performance or results more significantly?"



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N NOW

Opportunity (timing, fit)

- **Crime:** Detectives consider if the suspect had the opportunity to commit the crime, meaning they were present at the scene or had the chance to act.
- **Sales:** Determine if the timing is right for the prospect to make a purchase and if the product or service fits well within the prospect's current situation or context.
- This involves understanding their timeline, priorities, and readiness to buy.



Opportunity (timing, fit)

- In the Parable of the Sower, we find 4 conditions described.
- One of them is thorny soil which brings no fruit to perfection. Why?
- Because that soil (person / heart) is distracted with the cares of this life, (chasing something else) the deceitfulness of riches and desire for other things.
- With all that going on in their life, it's safe to say, the TIMING may not be right. Even though it's possible to get the sale, the wear and tear on the chicken may not be worth it, in part because there are good ground prospects who are ready to buy.

Opportunity (timing, fit)

- **What it is?** (Lay of the land)
- **Demographics:** Know the sphere you're called to.
- Paul knew his sphere "We, however, will not boast beyond measure, but within the limits of the sphere which God appointed us—a sphere which especially includes you." (2 Corinthians 10:13)
- Can I serve this prospect well? Is it outside my sphere?
- Will serving them well hinder my ability to serve my core client base?





Opportunity (timing / fit)

- *Are they few or many?* (Obstacles)
- How many obstacles are there to overcome?
- How many obstacles do they have to overcome to take advantage?



Opportunity (timing / fit)

- *Are they strong or weak?* (Obstacles)
- How hard are they to overcome for you? (false beliefs)
- How hard to overcome for them?



Opportunity (timing / fit)

- *Do the live in tents or strongholds?*
- What structures, systems are built in, to overcome?
- What habits, way of doing things will have to change?