
e|tab qualifying questionnaire

1 Does the prospect currently provide carry out and/or delivery options?

If “Yes” could this line of business be grown or enhanced by online ordering?

If “No” is the idea of online ordering attractive to the prospect?

2 Does the prospect currently use any form of online ordering?

If “Yes” is the service:

- Seamless GrubHub or another advertising portal
 - these are good prospects, as business can be converted to e|tab and save them money while building a stronger relationship with the client
 - **NOTE:** we recommend they keep these services and augment with e|tab
- A competitor to e|tab
 - converting a client can be challenging - unless they are dissatisfied with the current service offering
 - **NOTE:** if prospect is utilizing and happy with another third-party system, it is **NOT A GOOD LEAD**

If “No” then the prospect is a **GOOD LEAD**

3 When questioned about adding online ordering, does the prospect respond favorably?

If “Yes” the prospect is a **GOOD LEAD**

If “No” then engage in conversation to determine resistance/unfavorable response

- By using the industry stats and other info regarding benefits, the prospect may change their opinion

4 Is the prospect willing to invest the \$350.00 for the Web-connected printer?

If “Yes” then prospect is an **EXCELLENT LEAD**

If “No” what is their aversion to this investment?

- **NOTE:** does this create an opportunity to offer them a lease/finance deal? if so, do you want to pick up a lease or financing contract? In either case, the prospect IS STILL A GOOD LEAD

5 If response to online ordering is favorable, will the prospect commit to service and/or a conversation regarding details before commitment?

If “Yes” this is a fully qualified prospect that may be delivered to e|tab

If “No” what is their objection:

- Need time to consider
- Other decision makers needed
- Timeline not appropriate (“Do it in the fall”)
 - Regardless of objection, nurture this prospect, as the likelihood of closing the account is high