

Mapping the Sales Process White Paper



What is the Sales Process?

A Sales Process is simply a series of customer-focused steps that enables the sales person to substantially increase win rates, build customer retention, increase revenue production and control the sales process. Each step consists of several key activities and has a predictable, measurable outcome. The sales process must benefit both you and your customer, always keep your customer in mind.

A great sales process can help you forecast your sales success.

The Benefits of a Sales Process:

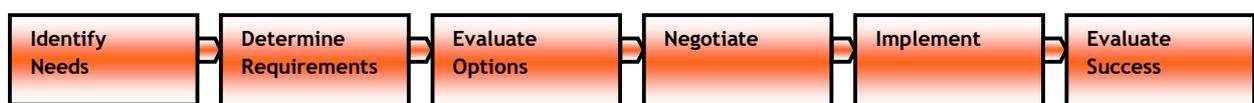
- **Definable Steps**
A sales process helps you identify best practices for working through sales opportunities. Random acts produce random results!
- **Predictable Outcomes**
A sales process helps you to see which steps will bring a sales opportunity to a closure.
- **Repeatable Activities**
A sales process helps you replicate your successes and avoid failures
- **Measurable Results**
A sales process helps you forecast revenue and measure the time required for the steps in the process

A well-defined process can help you:

- Identify and qualify leads
- Find more opportunities for repeat business among your existing customers
- More consistently position the unique value that your company can deliver versus the competition
- Discover your customer's "Conditions of Satisfaction"
- Deliver convincing proof that you can fulfil these "Conditions of Satisfaction"
- Assess the revenue potential of a given customer
- Negotiate and Close more sales
- Build stronger relationships with customers

Put a follow through process in place after the sales that helps drive customer satisfaction - and generates repeat business and referrals.

Customer Buying Process



Engage

Define



Customers

Customer Profile



Lead Generation



YouTube

Lead Nurturing



Business Development



Value Proposition



Qualify

By Careful
Questioning Help
Prospect Admit Need



Understand
Conditions of
Satisfaction



Get Commitment
to Next Step



Assess

Define the
Opportunity



Confirm
Commitment
and Conditions
of Satisfaction



Present

Agree Conditions of
Satisfaction



Deliver a Power
Message demonstrating
Capability to satisfy
needs

Demonstrate Value
Establish Success
Criteria



Answer Objections

Close

Secure Order



After Sales Service

Develop as
Key Account

Sales process customer attraction and retention activities

Sales Process Steps



Buying Process Steps



Questions to find to add value through the sales process

- Has the customer recognised and defined his needs?
- Is the customer aware of options and decision criteria?
- Can the purchasing be streamlined for the customer?
- Does the customer know how to implement the product and get the most value from it?
- Has the Customer overcome most concerns?

Learn more about: -

Sales Leadership Master Class

Coaching for Sales Leaders

Selling Solutions

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