* + - 1. **The sales cycle**
      2. A typical sales cycle is shown below:
      3. At each stage of this process, documentation is prepared, and a record is kept. This documentation forms the starting point of what is known as ‘the flow of information’. The documents provide details of the various transactions that an organisation has entered into during a year and help to ensure that every single transaction is accurately reflected in the accounts produced at the end of the year.
      4. The sales cycle shown above is quite comprehensive, and there are some organisations that do not undergo all stages. For example, a supermarket selling goods is unlikely to provide a quotation.