- This is a \*\*customer management process flowchart\*\* that guides how a company interacts with potential customers, follows up, processes sales, and handles different outcomes.

- Explain the High-Level Flow:

- The process starts when a customer is contacted.

- Depending on their response, the flow branches into different paths, such as follow-ups, payments, or closing the interaction.

- The process ends with either a successful sale or a lost opportunity.

Start of the Process: Contacting the Customer

- The first decision is whether the customer is interested:

1. \*\*Not Interested\*\*: Ends the interaction.

2. \*\*Out of Budget\*\*: Ends the interaction unless the budget changes.

3. \*\*Interested\*\*: The flow continues to deeper engagement.

Follow-Ups with Interested Customers

- If the customer agrees to a follow-up:

- Schedule a \*\*recall\*\* or \*\*recontact\*\* them.

- If they do not respond, mark them as \*\*Not Responding\*\* and stop further attempts.

Sales Process

- If the customer proceeds, explain the \*\*payment options\*\*:

- Payments can be made in \*\*installments\*\* or as a \*\*single solution\*\*.

- For installments:

- The first down payment leads to subsequent payments until the balance is fully paid.

- Once payments are complete, the product is delivered (e.g., "Send Gadget").

Completion

- After fulfilling the order, send a \*\*survey\*\* to gather feedback.

- If the sale fails at any stage, it is marked as \*\*Lost\*\*.

4. Emphasize Key Outcomes

- There are three main outcomes:

1. Successful sale (payment completed and product delivered).

2. Lost opportunity (customer not interested or unable to pay).

3. No response (customer doesn't engage further).