

# 10 step sales process

## 1. Prospect

Source all your existing leads — from the contact details list, marketing department data and so on.



## 2. Qualify

Compare the leads with your ideal customer.



## 4. Identify pain and needs

Ask the prospect questions to understand their issue.



## 3. Connect

Call, email, or meet with the prospect in person.



## 5. Present

Present your product/service to stakeholders.

## 6. Handle objections

Eliminate any doubts your prospect might have.



## 8. Close the deal

Make a deal and close it.



## 7. Proposal about the launch

Create a product/service launch proposal and present it to stakeholders.



## 9. Deliver the good/service

Get to know your customer better by fulfilling the order.

## 10. Upsell/Cross-Sell

Follow up with your customer and expand sales over time.

