**Sales Process Document**  
 Contoso Ltd.

**1. Lead Generation & Prospecting**

Identify potential customers through online research, referrals, and marketing campaigns.

Use CRM tools to track leads and manage outreach efforts.

**2. Qualification & Needs Analysis**

Use the BANT (Budget, Authority, Need, Timeline) framework to qualify leads.

Conduct discovery calls to understand customer pain points and needs.

**3. Solution Presentation & Value Proposition**

Tailor product demos or presentations to address customer pain points.

Highlight key benefits and how our solution solves their challenges.

**4. Handling Objections & Negotiation**

Address customer concerns effectively using case studies and testimonials.

Offer flexible pricing and terms when necessary.

**5. Closing the Deal**

Finalize contract terms and obtain necessary approvals.

Send sales agreement for signature and ensure payment terms are clear.

**6. Post-Sale Follow-up & Onboarding**

Handoff to customer success team for smooth onboarding.

Schedule follow-up calls to ensure customer satisfaction and upsell opportunities.