

# SALES STAGES

Name:

Customer:

Date:

/ /

**STAGE 1 – LEAD**

**STAGE 2 – QUALIFY**

**STAGE 3 – NEEDS ANALYSIS**

**STAGE 4 – VALUE PROPOSITION**

**STAGE 5 – DECISION MAKERS**

**STAGE 6 – PRECEPTION ANALYSIS**

**STAGE 7 – PROPOSAL**

**STAGE 8 – CLOSE**