

Sales SOP for acquiring new clients

Here's an example of a standard operating procedure a company may use to acquire new clients. ***Purpose*** The purpose of this standard operating procedure is to guide business and sales development professionals as they acquire new clients over the phone and by email. ***Application*** This document describes procedures for sales and business development specialists to add new clients. ***Procedure steps*** Here are the steps of the procedure:

1. ***Create a list of potential clients.***
2. ***Locate potential clients' email addresses.***
3. ***Send an email to each potential client to explain product benefits.***
4. ***If you receive a reply, schedule a phone call.***
5. ***Complete the phone conversation and send any interested clients' information to the sales manager.***

Resources Please see the attached documents:

- ***Email template***
- ***Phone conversation guidelines***
- ***Potential client lists and databases***