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The Sales Process

Sales Processes, Sales Cycle and the Sales Force

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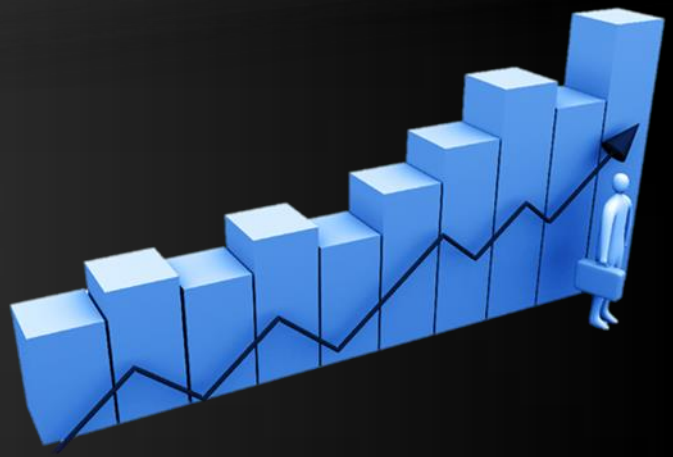

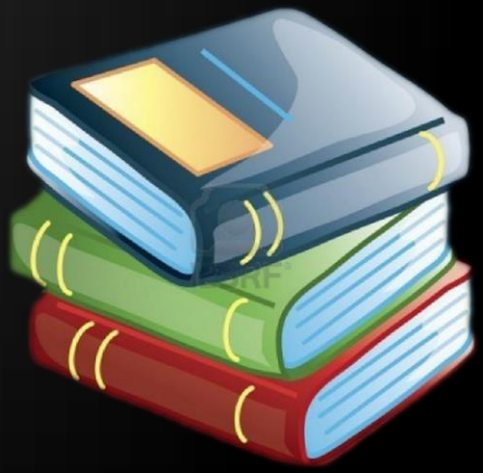

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Sales Development Cycle

The course of time between the initial contact and the sale. Essentially, a measure of the efficiency of the sales department.

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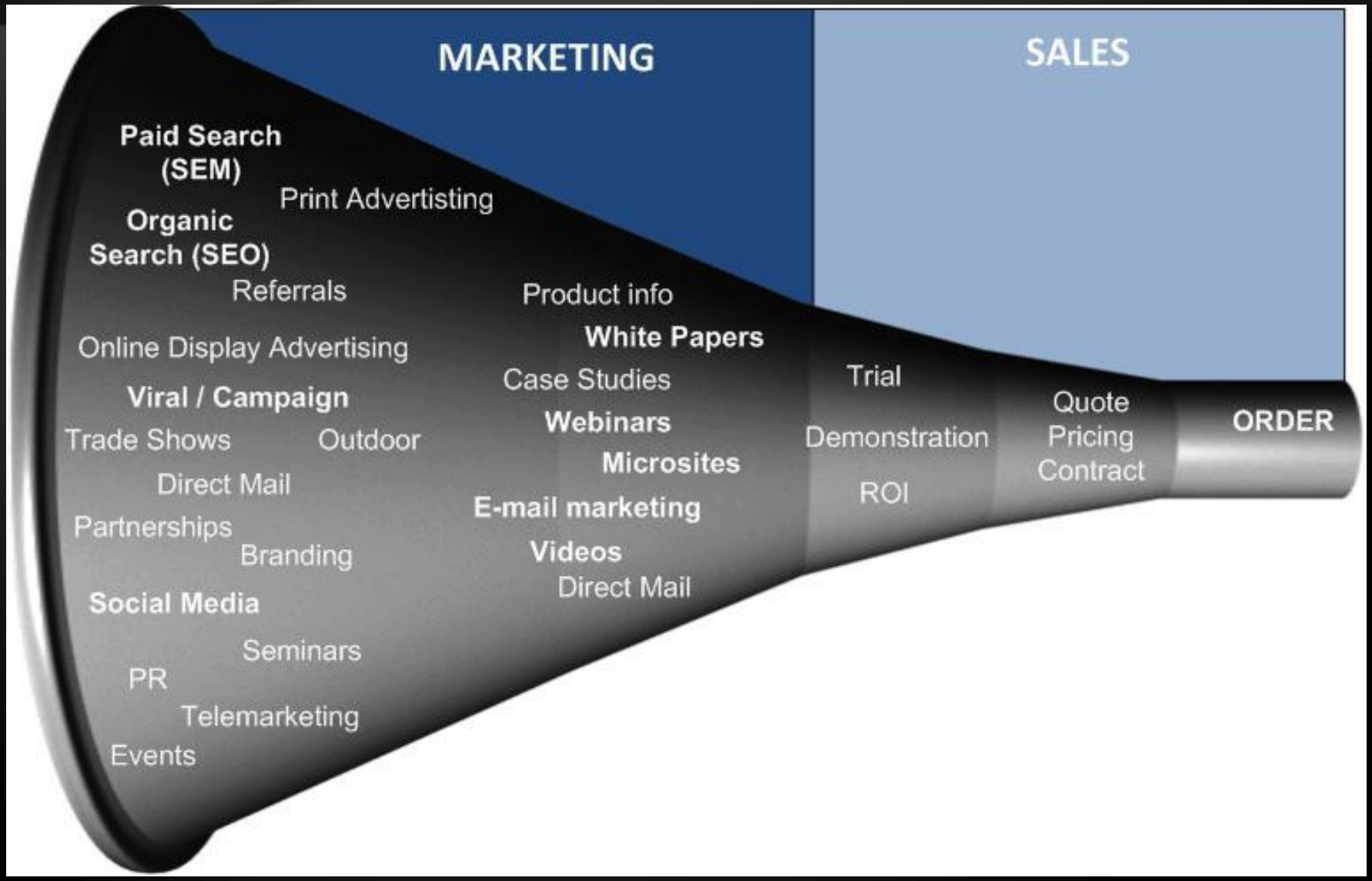
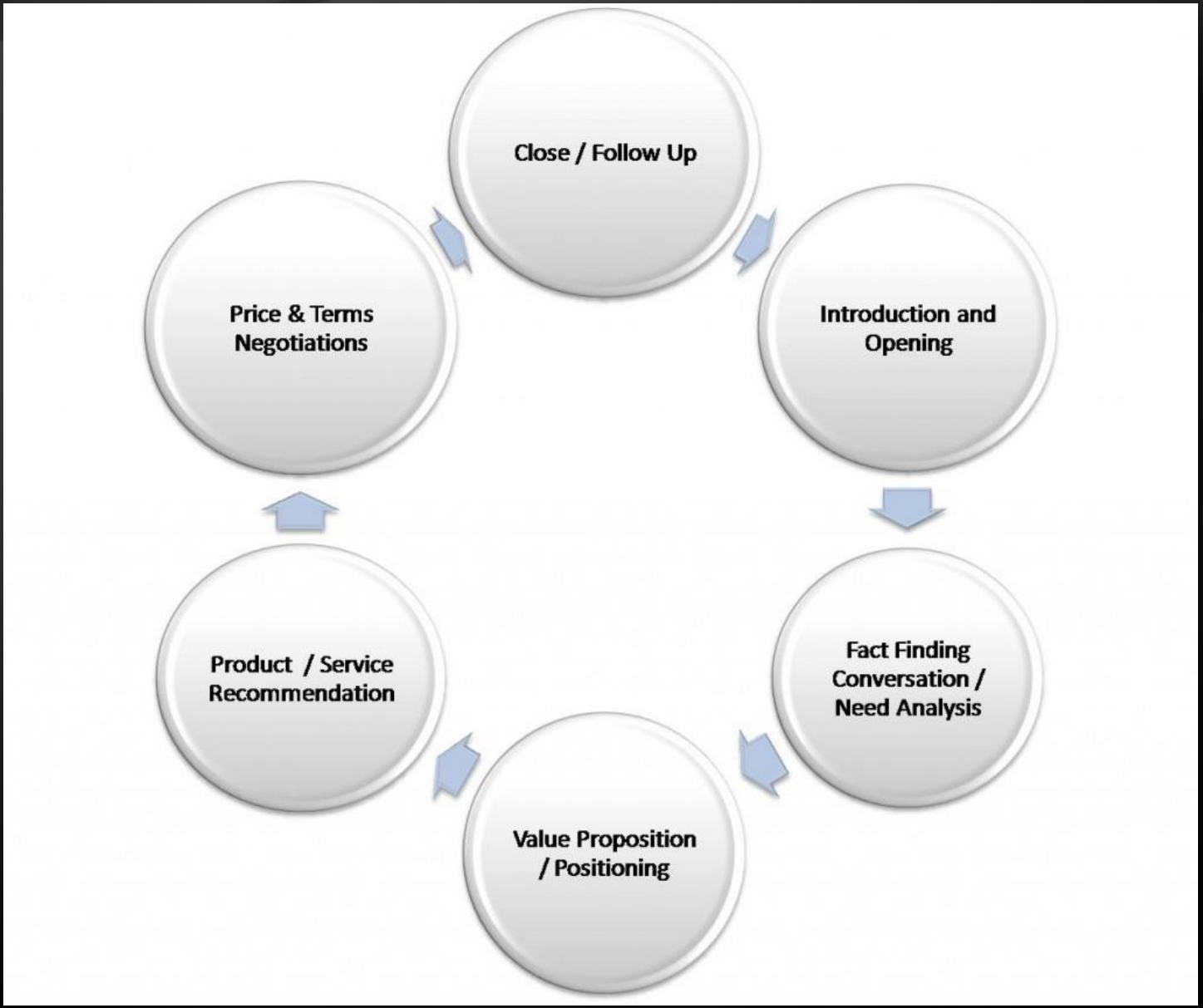
From Marketing to Sales



Sales Cycle - General



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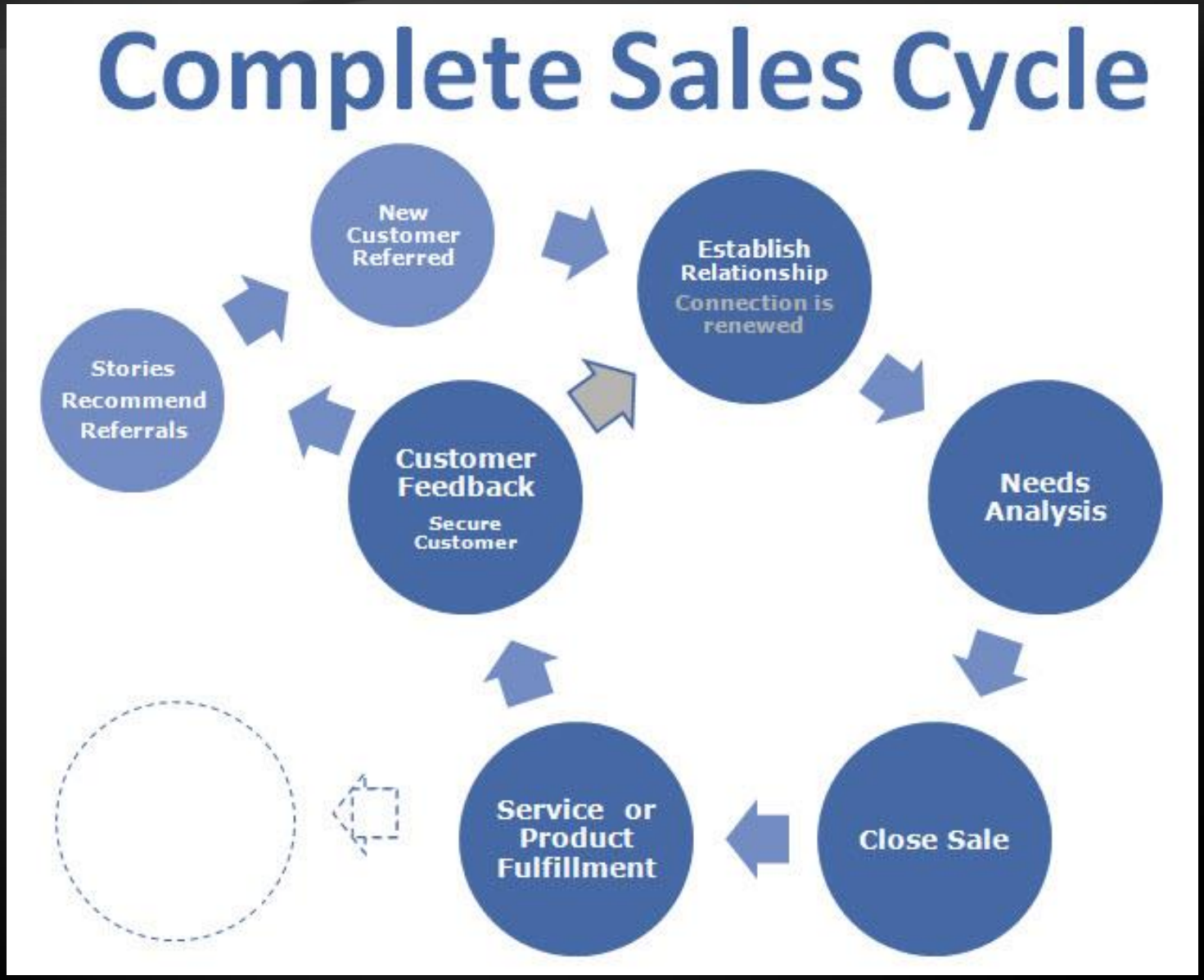
Sales Cycle – Customer Referral



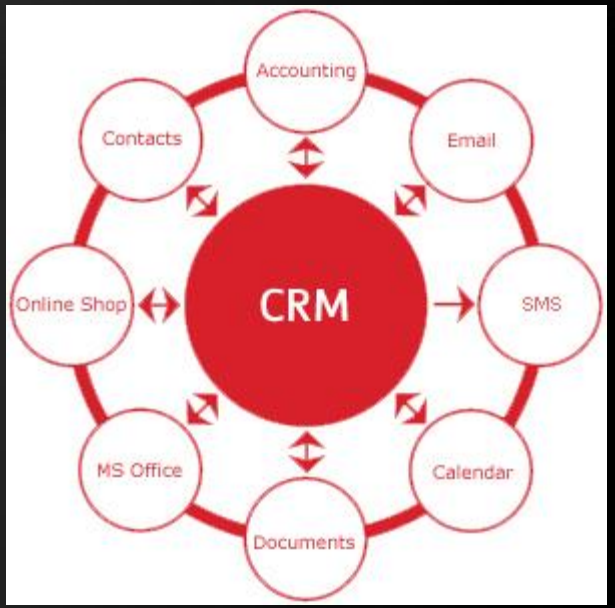
Sales Funnel

Sales Cycle

- Prospecting and lead qualification
- Pre-approach
- Approach
- Needs Discovery
- Value Proposition
- Handling Objections
- Negotiation
- Closing the sale
- Follow up

Pre – Sales Process

- Prospecting
- Nurturing Leads
- Hot leads and Opportunities
- Sales Pitch and ABC of Sales
- CRM systems (Customer Relationship Management system):
  - Records and History
  - Leads and Opportunity Management



Post – Sales Process

- Customer Retention
  - The amount of business a company keeps
  - Challenges – easy switch, first period retention (software is commonly purchased for try)
  - Benefits – difficult switch and certain revenue
- Upsales, upgrades and new sales opportunities
- Client relationship
  - Training and Customer Service
  - Potential partnership
  - Referral potential
- Document communication – CRM systems (Customer Relationship Management system)

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Sales Process Summary

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Sales Process

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Homework Assignment

- What is your marketing and sales strategy?
- How will you sell: direct sales, marketing and eCommerce, sales negotiations, other?
- Why is that be4st for your product?

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