

Sales Cycle

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Objective

- 1. To put the procedure of Sales activity.*
- 2. To make the Sales function easy to Implement and achieve.*
- 3. To find clear way to achieve the targets.*

Introduction :

Sell yourself.

- Visual Interruption: 10% : 90% related to doctor brain (*visual effect*)
- Sell your business knowledge.

Sell Your Company

- Company History.
- Company Brands.
- Total Sales Volume.
- Maintenance Team.
- Company/Agency

Introduction

- Sell Yourself.
- Sell your company
- Sell your agency.

Discovery

- From outer to inner.
- Medical Applications.
- Competitors.
- DMU.
- Budget.
- Timing.

Technical Offer

- Proposal.
- Presentation.
- Demo.
- Technical Data

Financial Offer

- Price.
- Contents.
- Payment.
- Warranty.
- Service contract.
- Delivery.

Objections

- Price.
- Payment.
- Warranty.
- Service contract.
- Delivery.

Closing

- Individual
- Group

Sell Your Agency

- Agency Volume.
- Total Business.
- Medical Division.
- R&D department.
- Future devolvment.

Discovery :

From Outer Inner

- Natural of area.
- Number of cases per day.
- Old system.
- Number of staff .
- Advertising way.

Medical Applications

- Today.
- Tomorrow.

Discovery

- From outer to inner.
- Medical Applications.
- Competitors.
- DMU.
- Budget.
- Timing.

Competitors

- His area.
- Near areas.

Technical Offer

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Objections

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Closing

- Individual
- Group

DMU

- Decision making unit.

Budget

- Clear.
- Expecting.

Timing

- Today.
- Week.
- Month
- Next Year.

Introduction

- Sell Yourself.
- Sell your company
- Sell your agency.

Technical Offer :

Proposal

- Which system.
- Why?.

Presentation

- Lap/Tap/Catalog .
- Promotional tools .
- Reference .

Technical Offer

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Demo

- Timing.
- Complete unit .
- Orientation .
- Rotten work .
- Future Applications .
- Advanced Applications .

Technical Offer

- Standard .
- Optional .

Financial Offer :

Price

- Life time.
- Resale value.

Contents

- What we offer?
- Standard.
- Options .

Payment

- Cash.
- Facilities .
- Cases per day.

Financial Offer

- Price.
- Contents.
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Technical Offer

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Discovery

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- Medical Applications.
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- DMU.
- Budget.
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Objections

- Price.
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- Warranty.
- Service contract.
- Delivery.

Closing

- Individual
- Group

Warranty

- No of visits.
- What warranty include.
- Update during warranty.

Service Contract

- Included spare parts.
- Not included S P .
- Same models history.

Delivery

- Discovery.
- No. of cases per day .

Objections :

Price

- Life time.
- Resale value.
- Contents.

Payment

- Cash.
- Facilities .
- Cases per day.

Discovery

- From outer to inner.
- Medical Applications.
- Competitors.
- DMU.
- Budget.
- Timing.

Introduction

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Closing

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Warranty

- Cost of warranty.

Service Contract

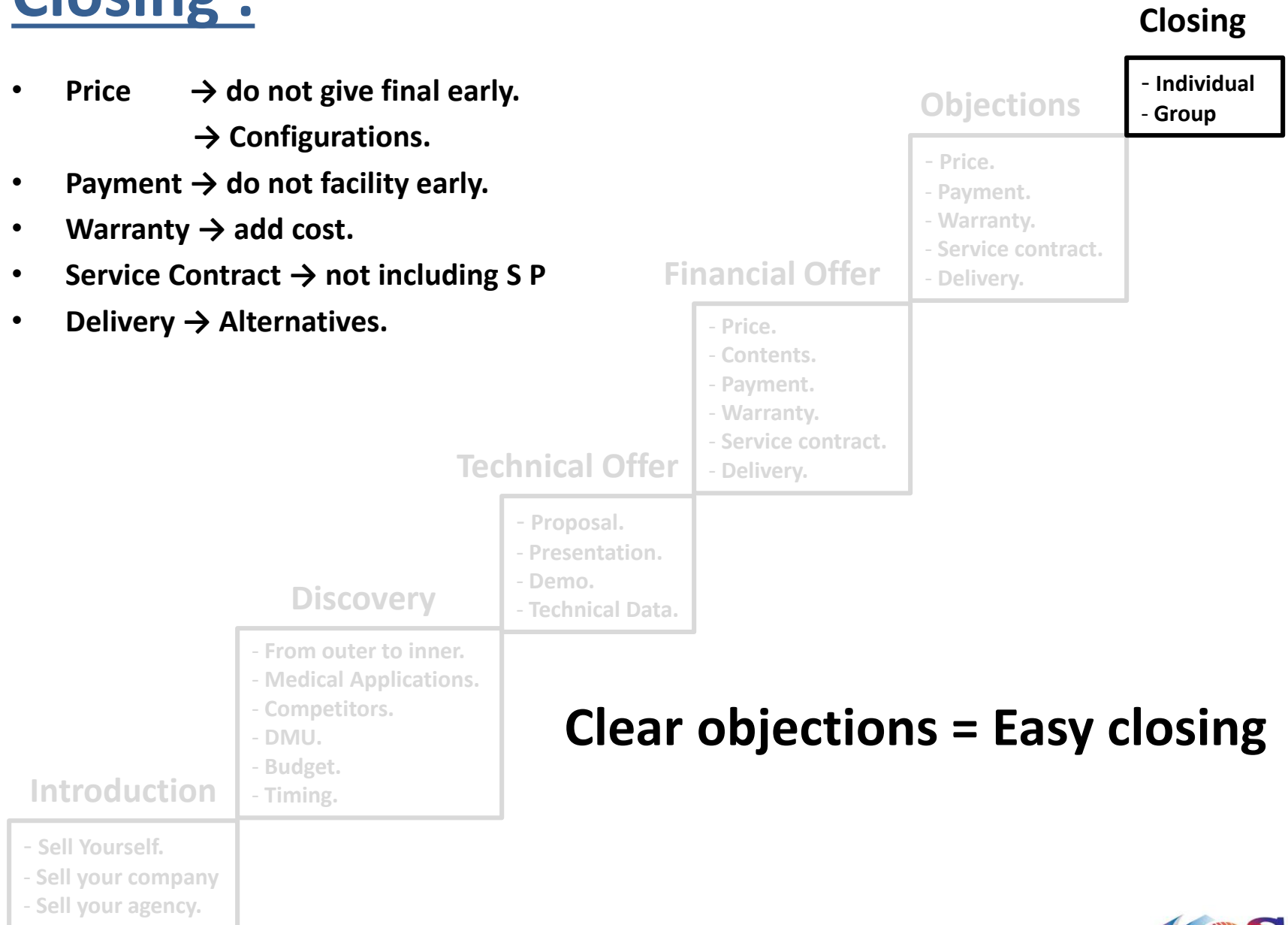
- Service team structure.
- S P In stock.

Delivery

- Alternative solutions.

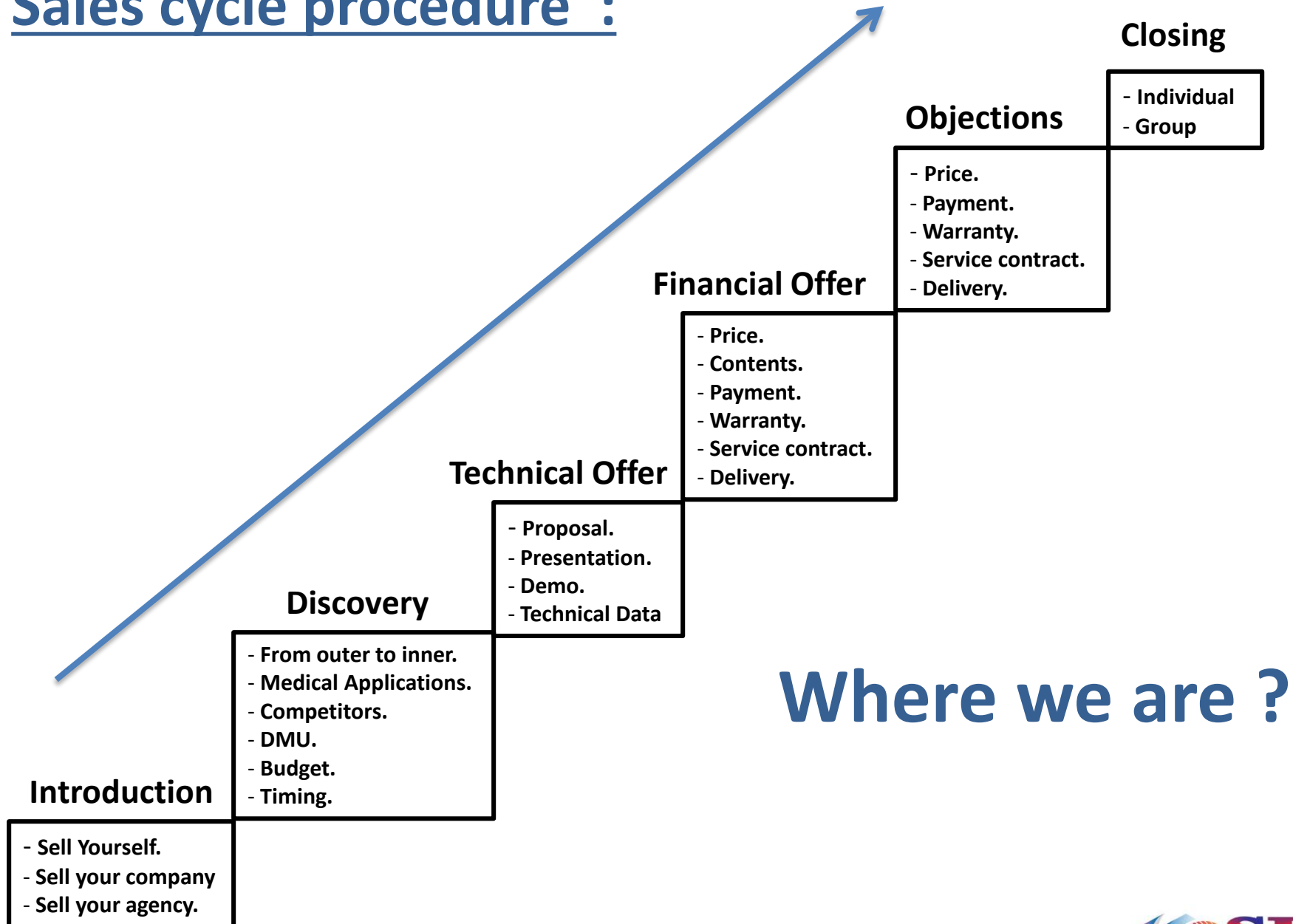
Closing :

- Price → do not give final early.
→ Configurations.
- Payment → do not facility early.
- Warranty → add cost.
- Service Contract → not including S P
- Delivery → Alternatives.



Clear objections = Easy closing

Sales cycle procedure :



Thank You.