

Lead to Client Sales Process Phase

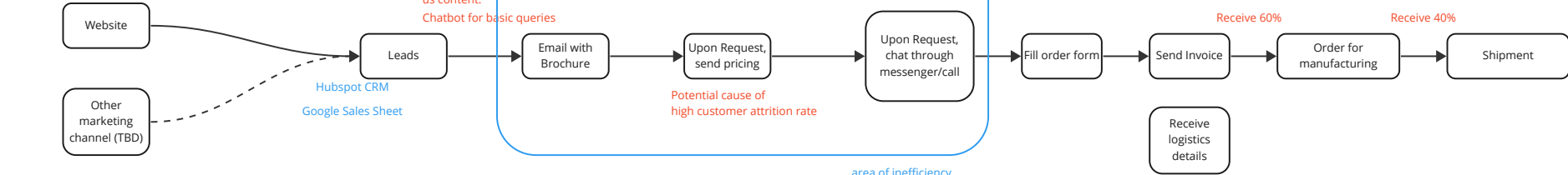
This is an 8-step sales process in which your business development team is working to get your company's name on the prospect's bid list. The sales cycle length is different for each industry, but the general steps in this lead-to-client phase are:

1. **Prospecting** – The first stage in this process, prospecting refers to lead generation from events, your website, referrals, advertising, webinars and marketing efforts that result in a list of potential buyers.
2. **Contact** – This is a first discovery call or meeting to find out what the potential client's needs are. Actual qualification happens in the next stage.
3. **Lead Qualification** – This is a decision-making stage when you analyze if the prospect is a good fit for your company and the services you offer or not.
4. **Lead Nurturing** – In this step, your business developer will build rapport with the prospect and drill deeper into their needs and requirements.
5. **Presentation** – The presentation step of the lead-to-client sales process is an important one. Each presentation you give has to be personalized to the prospect's needs. Read our [Construction Sales Process Guide](#) for more information about presentation content and delivery.
6. **Follow-up** – This follow-up step is to overcome any objections your prospect may have, and convince them to send an opportunity your way.
7. **Receive the Opportunity** – The request for pricing (RFP) or invitation to bid (ITB) on a project makes its way to your email.
8. **Close the Lead** – At this point you have your first opportunity with a lead, and you can move the lead to your client list.



Current

Can adjust the questions asked here -- more detailed so that we can lead qualify? or less so that we lower the barrier of entry? any other forms of retrieving details (e.g. photobooth handbook)



Reddit (realized that it is a very tight knit platform that we can really specifically target those interested in photobooth.

Instagram / facebook (have some brand presence and increase credibility)

Linkedin

Future

We may completely change the structure of things

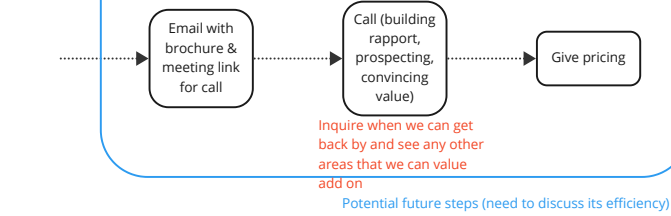
need to add terms that agree to receiving of messages and calls

currently, a significant time in replying their replies -- cut down to MAX 4 business hours

Automated buffer email while waiting for the response, e.g. blogs, why us content. Chatbot for basic queries

area of inefficiency discuss with the sales team

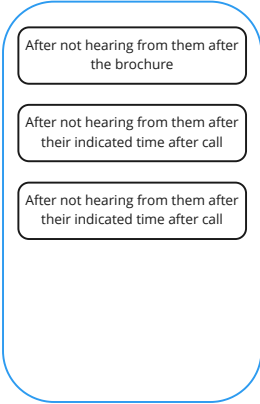
Brochure should give comprehensive details and techie vibes -- but not too much detail



Inquire when we can get back by and see any other areas that we can value add on

Potential future steps (need to discuss its efficiency)

Follow-up types



Email messaging types



- Customer Journey Mapping
- Statistics and KPIs
- Automation Tools
- Price Structure & Areas of Negotiation