

If you run a small business, especially if you're involved in professional services (Consultant, Dentist etc), your business needs a process. We've heard every excuse under the sun by businesses as to why they don't need a process:

- because we're people oriented
- we like to keep things lite
- we are a creative business, a process will ruin our process

However, if your goal is to create a sustainable business and you cannot figure out why you continually meet potential clients and they never turn into sales—it's because you have a lack of a process.

To put it simply a functional business is one thing: a repeated process of distributing a product.

This document will get you started on the way toward building a process for your small business. It is a general 50,000 foot view, it is meant for small business rather than medium sized businesses with multiple departments.

If you are still struggling with converting enquiries after you use this document, get in contact so we can help your business head in the right direction.

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Your process might slightly vary but the sales funnel has been the same since it was invented in 1898. You need the following steps to ensure consistent sales:

1. Building awareness—how do you get the word out to your audience?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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2. Gaining their interest—what strategies do you use to get audience to enquire?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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3. Qualifying —meetings are a strain on time. How do you filter your enquires?

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4. Product pitch—Preparation is key, how do you prepare for the initial meeting?

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5. Handling questions and objections—how do you prepare?

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6. Closing the sale— how do you compel them to buy? Do you make it easy for them to pay?

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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7. Product delivery—you still need to market, stay in contact. How do you make them enjoy the purchase they just made?

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8. reassuring and follow up—make sure you stay in contact and ask for the testimonial!

Marketing tasks	Administrative tasks & Items needed	Method used to get them to the next step?
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