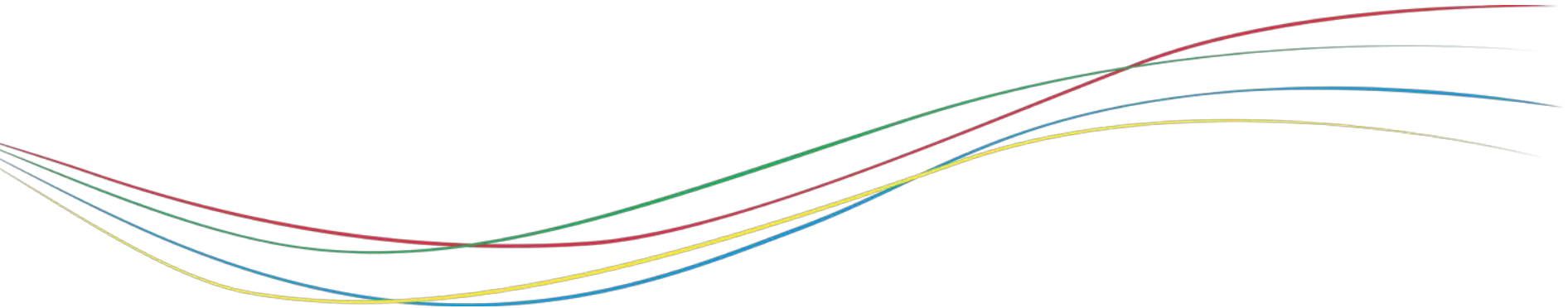


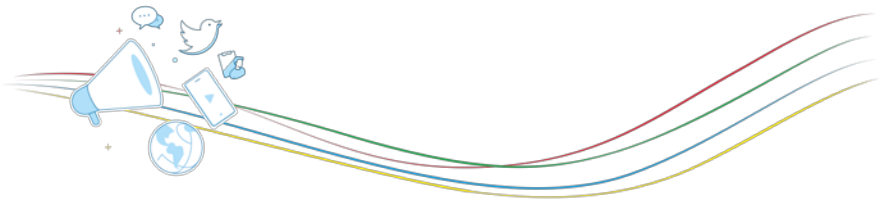


Understanding Your Sales Process

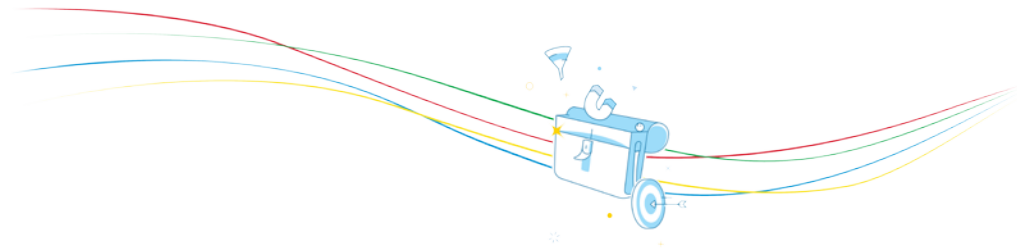
Ricky Thakrar



*"The purpose of a business is to create and keep a customer."
Peter Drucker*



Elements of a Sales Organization



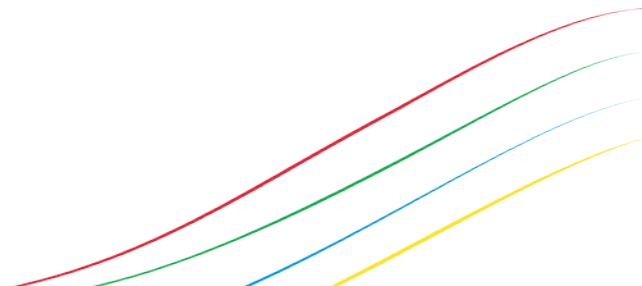


Elements

People

Process

Performance



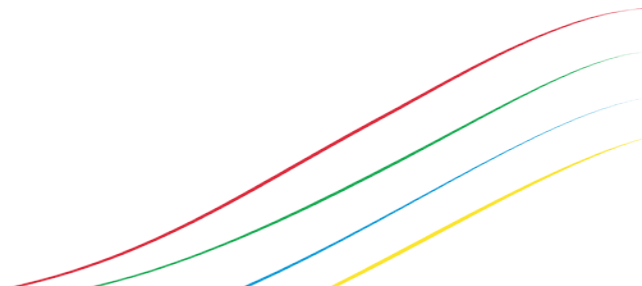


Elements

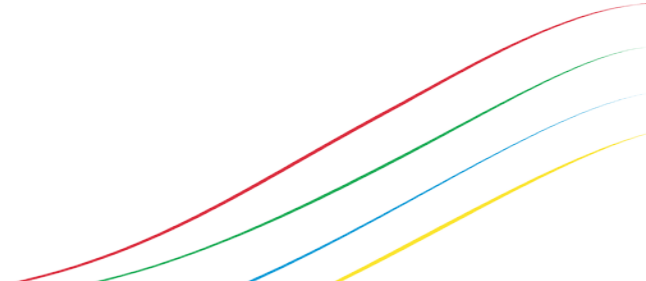
People

Process

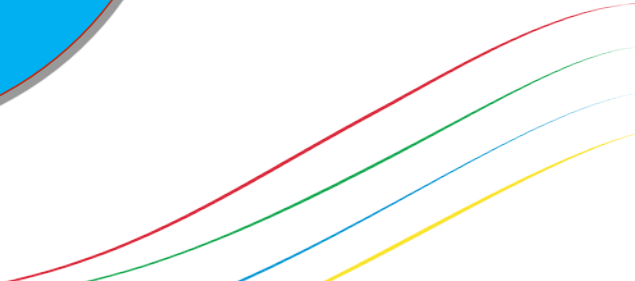
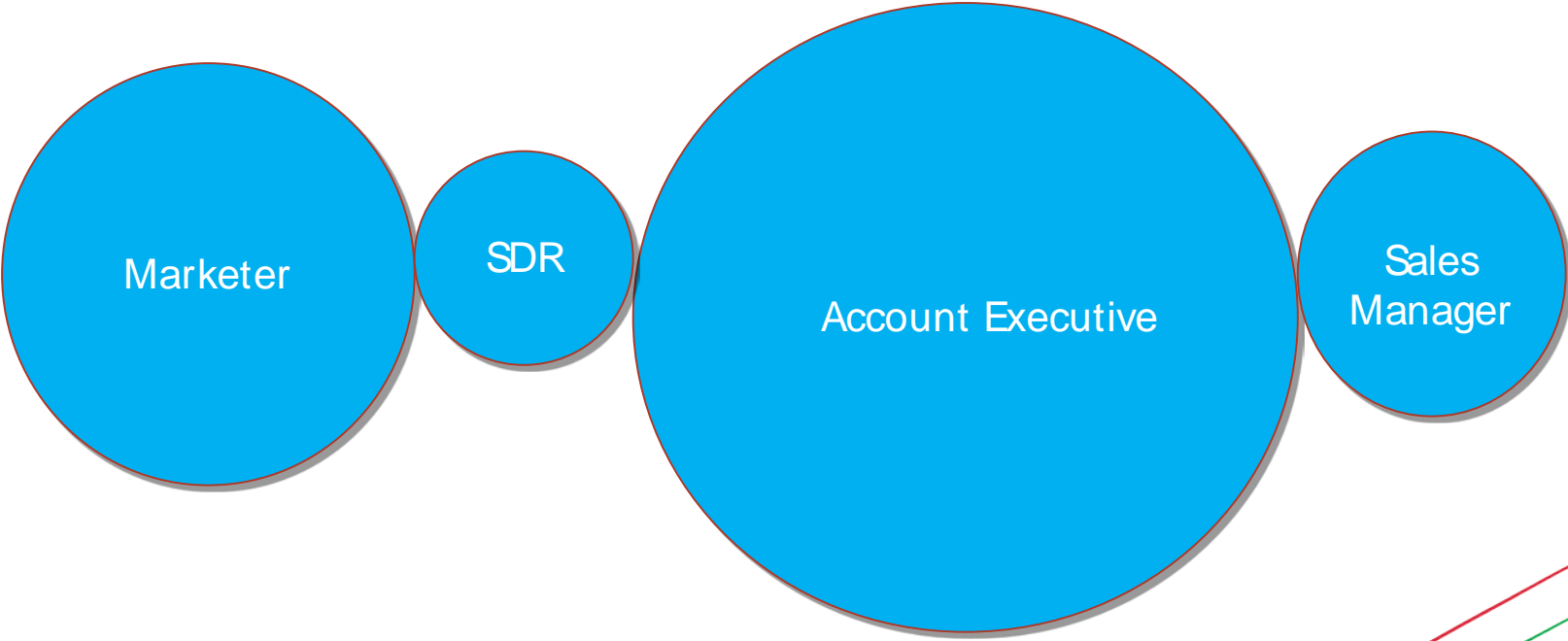
Performance



People



Relationships



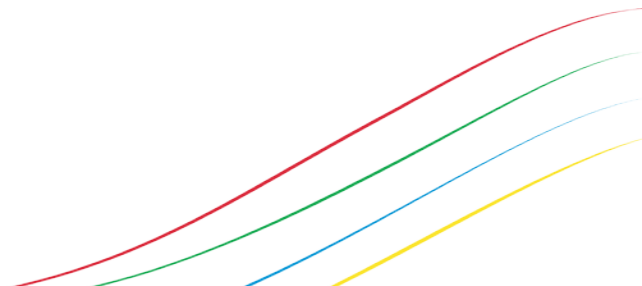


Elements

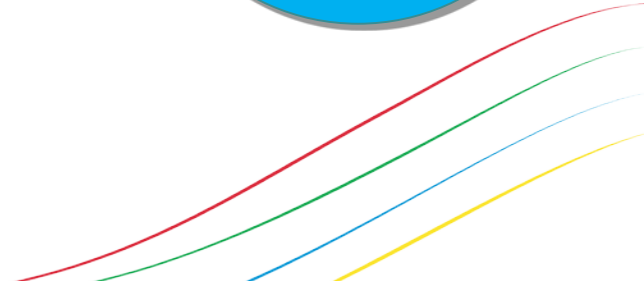
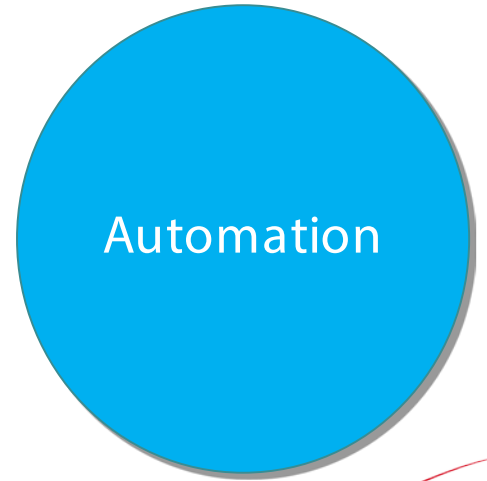
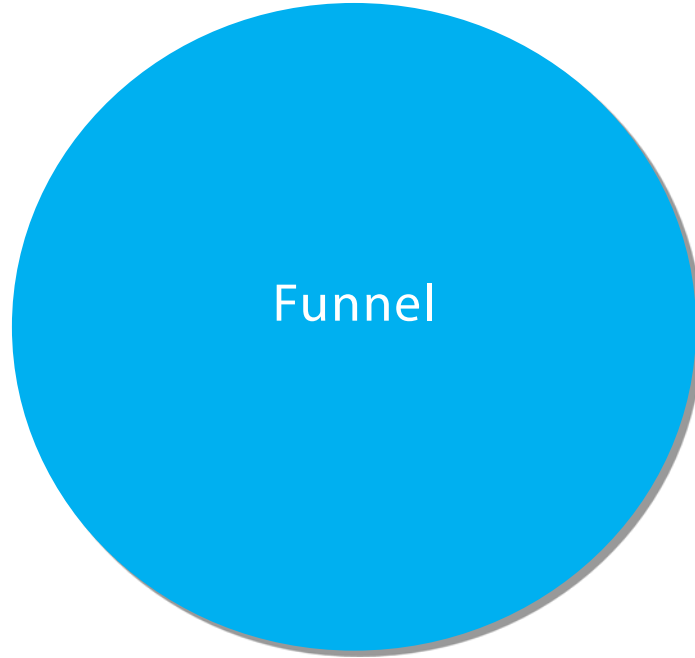
People

Process

Performance



Process

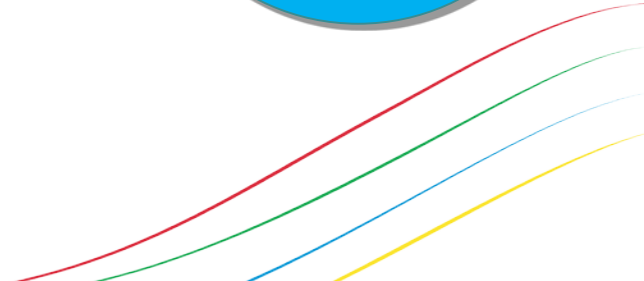


Process

Follow Up

Customer
Journey

Efficiency



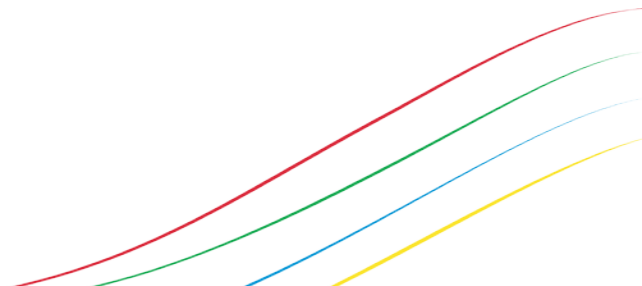


Elements

People

Process

Performance

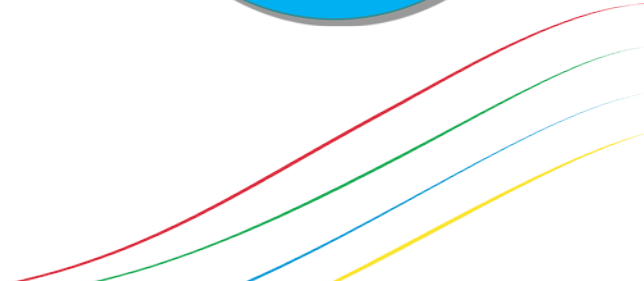


Performance

KPI

Pipeline
Velocity

Forecasting



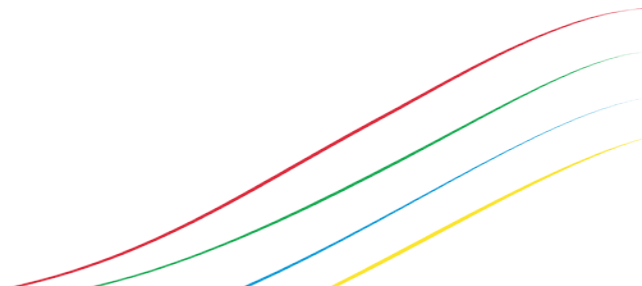


Elements

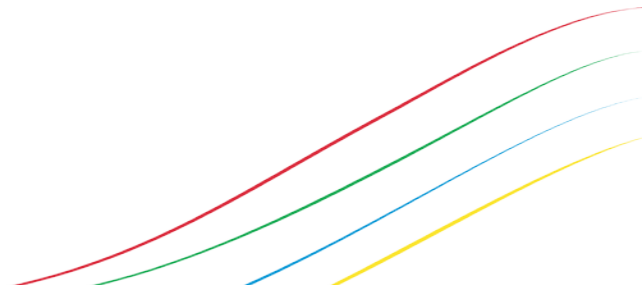
People

Process

Performance



Process

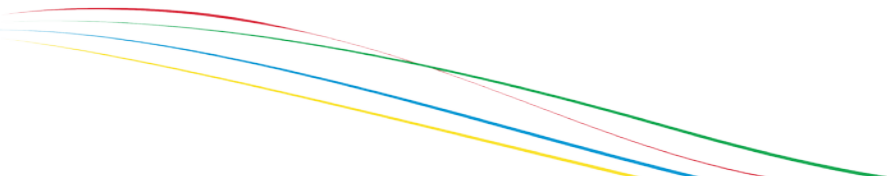


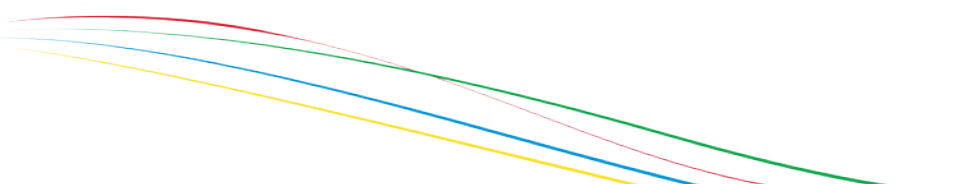


What *exactly* is a Sales Process

A sequence of progressive stages designed to win a customer

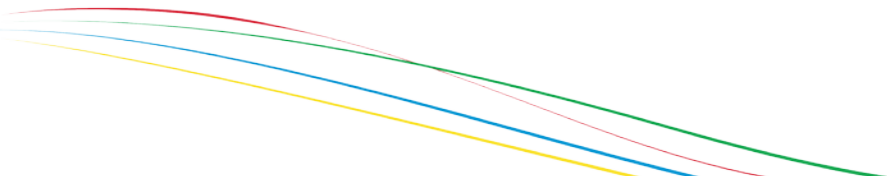






How does your business generate leads ?

- Online or offline?
- Organic?
- Is this considered a marketing or sales role?





GENERATE

website

email

tradeshows

cold calls

lists

social media

walk-ins



GENERATE

website

email

tradeshows

cold calls

lists

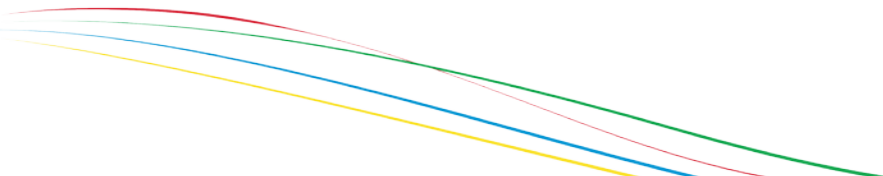
social media

walk-ins



How does your business qualify leads ?

- How are leads assigned?
- What information do you track?
- How do you schedule follow ups?
- How can you gauge interest?
- When do you have a real selling opportunity?





GENERATE

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QUALIFY

assign

follow up

gauge interest

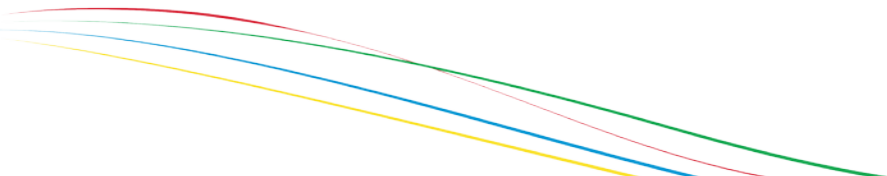
gauge intent

identify opportunities



The Conversion Process

- The qualified lead is converted
- This marks the start of the formal sales cycle





CLOSE

present value

address objectives

gauge commitment

identify
decision makers

propose solutions

negotiate terms

close

address objectives



GENERATE

website

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tradeshows

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QUALIFY

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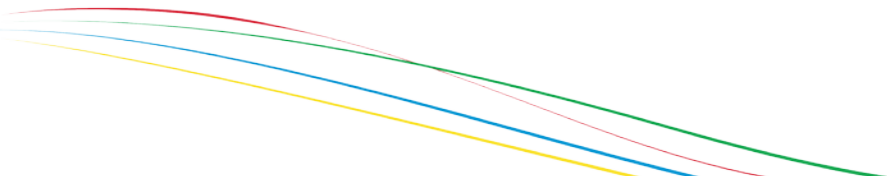
identify decision makers

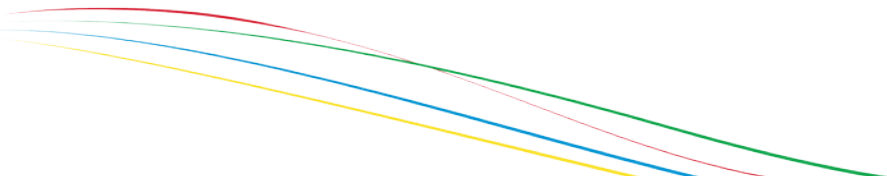
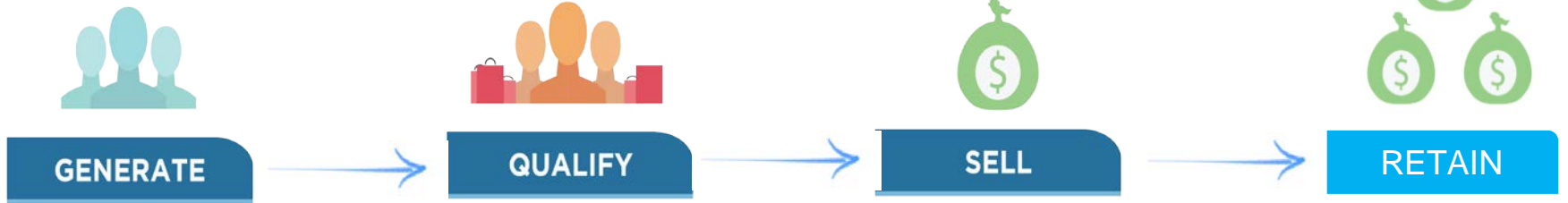
propose solutions

negotiate terms

close

address objectives





Need Assistance Getting Started?

Contact Us:

Debi Katsmar

O: 905-734-8273

C: 905-321-5097

debi@prowlcommunications.com

www.prowlcommunications.com



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