

Sales & Selling: Week 2

The Sales Process

Focus: In this video we are going to look at the 6-step Sales process for everyday fast-moving products/services and the High-value sales process for businesses who have a more premium offering and slower sales cycle.

Common problems/mistakes:

- Some business owners feel their products/services will simply sell themselves;
- No sales process, no consistency;
- Many start-ups lose customers/miss sales opportunities because they are ill-prepared.

Why is it important:

- Competition is often high so having a system in place is key;
- You need to know how to convert interested customers into paying customers;
- Removes the stress from the process.

How to do it well?

Screen Share:

- 6- step sales process
- High value selling process.

Template/checklist:

Sales process template.

Tips for success:

- Ask questions to find out where your customers are in the buying process;
- Track your sales activity to see what brings you the best results;
- When you find a process that works, try to automate it. So, your sales team can easily repeat the process.

Task:

Using the template provided, write out the steps you will take at each stage of the sales process.