

## **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.