

SALES PROCESS TEMPLATE



SALES PROCESS STAGES :	PROSPECTING		QUALIFICATION		PRESENTATION	CLOSE
SALES PROCESS STEPS :	RESEARCH	APPROACH	FIRST CONTACT	NEEDS ANALYSIS	PITCH	NEGOTIATION
ACTIVITY :						
SKILLS / BEHAVIOURS / TOOLS :						
MEASUREMENT CRITERIA / STANDARDS :						
CUSTOMER BUYING CYCLE :	NEED AWARENESS	RESEARCH	COMPARISON / EVALUATION		SHORT-LIST	DECISION

Start by identifying the Stages and Steps of your organisations sales cycle. These different 'elements' of the sales cycle will most likely be defined in your CRM or forecasting systems.

LONGLEY ACADEMY TIP:
Consider designing a New Business Sales Process and an Existing Client Account Development Process.

Define the desired activity required at each Stage / Step to successfully move the opportunity / account forward.

LONGLEY ACADEMY TIP:
Make sure that each activity is measurable and quantifiable.

List out the skills and behaviours to be used in order to be successful in completing each Stage / Step.

Identify any tools and systems to be used to move the opportunity forward.

LONGLEY ACADEMY TIP:
Make sure that the skills and behaviours listed are measurable and quantifiable.

Set measurement criteria for each stage using activity, skill and behaviour 'standards'.

LONGLEY ACADEMY TIP:
Establish high performance benchmarks for each Stage / Step in the Sales Process using the skills, behaviours and tools as measurement criteria / 'standards'.

Map how the customer / client likes to 'buy' from your organisation considering the internal Stages / Steps that they must go through to make a decision.

LONGLEY ACADEMY TIP:
Your Sales Process should compliment the Customers Buying Cycle ... look out for conflicting Steps and Stages that could make moving forward difficult.