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The Selling or Sales Process is the way in which a salesperson interacts with potential buyers. There are 7 main steps of the sales process which are prospecting, preparation, approach, presentation, handling objections, closing, and follow-up. The sales process is a standard, repeatable sequence of processes that a sales rep or team implements to move a potential customer from recognition of a need to the eventual execution of a purchase. In essence, it's not only a prospects journey from awareness to a transaction but also a roadmap for sales representatives. The proper sales process varies based on the industry, the type of product or service being sold, and the target customer. While some companies might have four stages in their sales process, others might identify as many as seven steps. Lets simplify each step: Prospecting: This step involves identifying potential customers or leads who might be interested in the product or service youre selling. Preparation: Involves researching more about the potential customer to understand their needs and how your product can meet those needs. Approach: This is the method you use to initiate contact with the prospect, which could be an email, a phone call, or even an in-person meeting. Presentation: At this stage, you present the product or service to the prospect, demonstrating how it meets their needs. Handling objections: Prospects may have concerns or objections, and this step involves addressing those to the prospects satisfaction. Closing: This is the stage where the salesperson finalizes the deal by confirming the prospects purchase decision. Follow-up: After the sale is complete, maintain contact with the customer to ensure satisfaction and potentially unlock further business opportunities. Importantly, this process is distinct from a sales funnel, which is a visualization of the sales process stages, often used as a management tool to monitor the status and success rate of sales activities. Despite the defined sales process, its left to each salesperson's discretion in many teams on what steps to follow and when. However, a well-defined and standardized sales process can aid in improving the efficiency, measurability, and predictability of the sales cycle, especially for those who are not naturally gifted in selling. To reiterate, the sales process is your strategic guide to closing deals and achieving continuous business growth. Why Build a Sales Process? The success of any sales organization often rests on the underlying sales process. This structured roadmap allows your sales team to convert leads into customers methodically and successfully. Below are several reasons why you should build a sales process. 1. Efficient Roadmap to Success: A well-defined sales process serves as a practical guide that leads your sales team through the journey of converting prospective leads into customers, essentially supporting your marketing teams endeavors. This roadmap reduces wasted efforts and brings about more efficient results, boosting the companys profitability. 2. Consistency and Confidence: A consistent sales process keeps your sales team in sync. Standardized methods and messaging ensure that everyone knows what steps to take and what to expect at each stage. This consistency breeds confidence in handling potential deals. The absence of ambiguity allows for a smoother, more result-driven selling process. 3. Increased Efficiency and Reduced Ambiguity: A well-structured sales process divides the entire sales journey into distinct stages, outlining the purpose and strategic actions required at each point. This breakdown reduces uncertainty, enhances focus, and leads to efficient management of deals, thereby lowering the chances of missed opportunities. 4. Insights-driven Approach: Perhaps one of the most significant advantages of a sales process is the opportunity for regular tracking and data analysis. Monitoring each stages performance can lend invaluable insights. You can detect and address bottlenecks, refine strategies, and make data-driven decisions, which collectively lead to continuous improvement and increased sales performance. 5. Simplification of Training and Onboarding: An established sales process simplifies the training and onboarding process for new team members. It provides a clear framework for understanding the companys sales approach, enabling new hires to start contributing to the organizations success sooner. Also Read How to get Customer Testimonials? 9 Customer Testimonial Examples. 6. Customization of Value: Deliver systematic sales process helps in understanding the prospects needs at each stage, providing tailored solutions when they are most suited. It ensures the right value propositions are presented at the right time, fostering an ongoing sales conversation until the prospect is ready to buy. Summary: A well-structured sales process is a strategic instrument that guides your path to sales and customer success. It fosters efficiency, consistency, accurate insights, effective training, and personalized value delivery. Therefore, building a sales process is crucial for any business aiming to optimize its sales performance. How to Create a Sales Process? Creating a sales process is about organizing the steps your sales representatives take from initial contact with a potential customer to closing the deal. Here is a detailed step-by-step guide on how to create a successful sales process. Step 1: Prospecting: Start by identifying potential customers, also known as prospects. Seek targeted companies instead of pursuing everyone. You can achieve better results by creating a buyer persona (using your database of past successful customers to help). Study potential prospects buying habits, pain points, and preferences. Formulate a set of compelling questions to ask them. Once you have a clear target audience, decide on the medium and timing to reach out to them. Create an attractive sales pitch, either generalized or personalized, to captivate prospects. Step 2: Qualification: After identifying prospects, ascertain if they really need your product. This involves more research and questioning. Understand their needs and pain points. Find out who the companys decision-makers are. Use past communications and online information sources such as prospects websites, blogs, and social media pages, to identify their strengths and weaknesses. Also, look into their product or service reviews. Step 3: Setting Appointments: The third step involves setting up a meeting with your prospects, which is a crucial stage to demonstrate the value proposition of your product or service. Lead conversations that address prospects concerns. Be confident and persuasive in your request for a meeting. Track your emails/calls and follow-up appropriately. Use an appointment scheduling tool to keep track of important meetings. Step 4: Presentation: This is where you get to show your prospects what your product or service can do for them. Tailor your presentation to address specific needs identified during the qualification step. Highlight your products strong points and connect your competitor. Keep your presentation succinct but informative. Step 5: Objection Handling: Hurdles are common at this point, as prospects will often have concerns or objections about the product or service that they are often requests for more information. Consider the prospects perspective and try to understand their specific concerns. Step 6: Closing: This is the final step where the deal is either sealed or lost. Its essential to use the right closing techniques and tactics here. Make the prospect feel they can afford your product/service. Use testimonials of satisfied customers to validate your products credibility. Step 7: Delivering Value: The relationship with your customer doesnt end after closing the deal. Stay connected with them by continuously providing value. Call and ask for feedback about your product. Address customer issues promptly. Engage them with newsletters and other informative content. Ask for referrals and testimonials to help further boost your business. By following these steps carefully, you can create an effective sales process for your organization. Remember to regularly review and update your sales process as your business and market evolve. What are the most important sales process steps? While the specific terminology and approach may vary depending upon the companys business model or strategy, the central principles are consistent. Here are the most crucial steps: Knowledge building and Research: This includes not only extensive product knowledge but also understanding the ideal prospect, their needs, pain points, and buyer persona. Also, reviewing past sales, studying market trends, the strategies competitors are using, and research on potential prospects. Prospecting and Lead Generation: Identifying potential customers who might be interested in your product or service. This can be done through various methods such as referrals, online research, inbound lead generation campaigns, etc. Qualifying Prospects: Not all leads will convert into buyers. Therefore, qualifying the prospects on the basis of their needs, budget, timeline, and authority can save time and resources and increase chances of sales success. Solution Developing: After understanding the customers problems, crafting a customized solution that addresses the prospects specific needs is a crucial step. Sales Process (or sales call): This involves presenting your solution (product or service) to your prospect tailored to their needs, emphasizing how your solution provides value and solves their problem. Handling Objections: Prospects may have concerns or objections about the product or service. Anticipating these objections, addressing them properly, and reaffirming the value of your solution can help move the prospect closer to a decision. Following Up and Closing the Deal: Regular follow-ups with the potential client are essential for keeping the conversation going and overcoming any remaining reservations or objections. Ultimately, the goal is to close the deal by finalizing the purchase. Nurturing the Relationship and Upselling: The sales process doesnt end at the closure of the deal. Maintaining the relationship and providing excellent post-sales service is key. Satisfied customers may provide opportunities for upselling and cross-selling. Continuous Evaluation: Using Key Performance Indicators (KPIs) to analyze the sales process effectiveness and identify areas for improvement is an ongoing phase of the sales process. By analyzing this data, sales teams can continually refine their processes. Also Read Recruitment and selection of sales personnell conclusion, while these steps might seem linear, they should be thought of as more cyclical. Every customer interaction provides insight, and sales reps should always be learning and refining their strategies based on these insights. Each step in the process is reliant on the others, and without diligent attention to each step, the efficiency and effectiveness of the entire sales process could be compromised. What are common sales process mistakes and how do you avoid them? A list of common mistakes during the sales process and ways to avoid them: Poor Preparation: Without proper research, a salesperson cannot communicate confidently and convincingly. Solution: Invest in understanding your product and your target audience prior to making a sales call. Not Analyzing Client Needs: A superficial understanding of the prospects needs may lead to ineffective pitching. Solution: Take enough time to understand your prospects pain points through a discovery call. Pitching Before Qualifying Leads: Starting the sales pitch before understanding the prospects alignment with your products often leads to dead-end presentations. Quality your leads before making the sales call, which increases the chances of closing a deal. Focusing on Product Features: Prospects are more interested in solutions and value than product features. Solution: Highlight the benefits and value your product offers, not just its features. Being Unempathetic: Pushy sales representatives can put off prospects. Solution: Empathize with your prospects, listen to their problems, and build trust. Talking Too Much: Constant talking can alienate prospects. Solution: Maintain a healthy balance between listening and talking, preferably a 60/40 split favoring listening. Being Unprepared for Objections: Unpreparedness for objections can dent the sales process. Solution: Map out all potential prospect objections before pitching your product and pain responses. Long Sales Calls: Lengthy sales calls can disengage prospects. Solution: Keep your calls, both in-person and virtual, to a maximum of 30 minutes. Delayed Follow-ups: A long wait before following up with a prospect can cool down the sales temperature. Solution: Send follow-up messages immediately after your sales call. Unclear Sales Process Steps: Leaving sales process steps open to interpretation can lead to misunderstandings. Solution: Clearly define, document, and share each step of your sales process. Sticking to One Sales Methodology: Relying on a single sales methodology can limit the effectiveness of the sales approach. Solution: Explore different sales methodologies and adapt as per prospect need and situation. Ignoring Sales Process Improvement: Forgetting that the sales process needs constant evolution can lead to stagnation. Solution: Continually measure, develop, and improve your sales process. Misalignment of Sales Plays and Process: Without aligning your sales plays with the sales process, sales efficiency can be affected. Solution: Document plays for each step of the sales process and keep them accessible for the team. Excluding Marketing from the Process: Not keeping marketing in the loop deprives the process of essential information for better nurturing. Solution: Collaborate with marketing teams to better supplement each part of the sales process. Overemphasis on Closing Deals: Overemphasizing on closing deals can overlook the provision of value. Solution: Provide value at every step of the process. Neglecting Measurement of KPIs: Not tracking key metrics or not measuring KPIs makes it challenging to assess the effectiveness of the sales process. Solution: Set and track KPIs to ensure that the sales process remains effective. Also Read What is Transactional Analysis Theory? And it's Use in adulting, incorporating smart CRM tools can streamline the sales process and make it more efficient. Consider using flexible and intelligent CRMs like Salesmate or Hubspot offering features such as sales pipeline management, auto tracking of buyers journey, setting win probabilities, and sales performance reports which will help to manage and streamline the sales process effectively. By avoiding these common mistakes, sales teams can optimize their sales processes and improve their closing rates. How do you continually improve your sales process? Continually improving your sales process is an ongoing activity that involves several steps. Heres a detailed approach drawing on the instructions provided above: 1. Align your process with the buyers journey: Review your sales stages periodically and ensure they reflect the buyers journey accurately. This involves understanding the key decision phases your customer goes through, and matching your sales stages to these phases. This ensures your process is always focused on providing the appropriate support and attention for each prospect. 2. Understand your sales teams current process: Always have your finger on the pulse of what your sales team is doing. Engage your team, discussing their day to day activities, the measures they take to push qualified leads further down the sales pipeline, and their techniques for commitment extraction. Use this information to build or refine your sales process with activities that are familiar and comfortable for your team. 3. Set clear goals for each stage: Ensure that each sales stage has a specific objective and criteria that have to be met before the deal moves forward. These criteria should be based on verifiable evidence of the customers progress towards purchase. Constantly revisit sales targets and update these goals as necessary, based on the outcomes you observe. 4. Tailor your sales process to your industry: Focus on how your industry, your sales process, and your customers needs, accordingly. This includes understanding how your leads acquire and what unique sales stages your industry might call for. 5. Harness technology: Explore the technological tools that can automate or simplify sales tasks, allowing your team to focus more on strategy and sales. Utilize CRM software to organize your leads, automate parts of your sales process, and assign more qualified leads to your team. 6. Invest in training: Keep your sales team well-trained and updated on the latest sales techniques. Encourage expertise among sales professionals in various crucial areas of your sales process, such as lead qualification, through proper training. 7. Understand your competition: Stay aware of what your competitors are up to. Evaluate their effectiveness in areas like pricing, product advantages, online presence, and website appeal, and use this information to inform your own sales tactics. 8. Maintain thorough documentation: Create and regularly update a clear record of your current sales process, making it easily accessible for everyone in your department. This helps ensure everyone is on the same page and makes the improvement process easier. 9. Act on feedback: Regularly solicit feedback from your customers to find out what works and what doesnt for customer satisfaction, and make necessary changes to your sales process accordingly. This could involve refining your sales pitch, adjusting product or service specifications, or simplifying your buying process. By diligently applying these steps, you cultivate a sales process that not only drives results but improves and evolves with your business and the market over time. Whats the difference between a sales process and a sales methodology? While both the sales process and sales methodology are interwoven concepts, they serve unique functions within a sales teams efforts. Sales Process: The sales process is essentially the sequence of actions that the sales team systematically follows to establish customer relationships and seal a deal. It is the step-by-step pathway that guides a potential client from the initial point of contact through to the completion of a sale. This process can be viewed as the framework or road map that provides a consistent approach to winning new business, enabling the sales team to function in a predictable and efficient manner. Also Read 4 A's of Marketing Explained With Their Types and Methodology: The sales methodology, on the other hand, can be seen as the strategic approach to the sales process. It covers how the process steps are executed. This is the tactical aspect of selling, and it deals with the techniques, behaviors, and tactics that sales representatives use during each step of the process to engage a potential customer or prospect effectively. The adoption of a particular methodology over another often depends on the product or service being sold, the industry, the intended audience, and the salespersons personal style. Think of it in this way, if the sales process is the journey from point A to point B, the sales methodology is the vehicle chosen to make that journey, and it defines how the journey is undertaken. Various popular methodologies can be adopted depending on the strategy most suitable for each unique sales situation. These might include Challenger Sale, Solution Selling, Sandler Selling, Trigger or Signal-Based Selling, Value-Based Selling, 360-degree selling, Consultative Selling, and Inbound Selling, among others. Each of these methods applies a different approach to how the sales process is undertaken with some emphasizing pain point identification and confrontation (Challenger), some focusing on building long-term relationships (360-degree), some highlighting the early addressing of customer objections (Sandler), while others opt for a human and helpful approach (Inbound). Through understanding both your sales process and sales methodology, your team can operate in a more streamlined, efficient manner, ultimately leading to improved sales outcomes and stronger customer relationships. Challenges of a sales process: Navigating through the demands of a sales process can be fraught with complexities and challenges. These can act as stumbling blocks, deterring your overall sales performance. Lets dive into these challenges and feasible resolutions based on an analysis of various competitor data. Creating Customer Interest and Awareness: Increasing marketing expenditure: Developing a marketing strategy and allocating a sufficient budget for it can enhance the visibility of your products/services. Utilizing various advertising platforms: It might be helpful to broaden your advertising channels. Try different mediums that cater to your target audience. Facing these challenges may be daunting, but addressing these issues with strategic solutions can help ease your sales process, leading to higher conversions and a loyal customer base. Liked this post? Check out the complete series on Sales! The selling process is the series of steps followed by a salesperson while selling a product. Selling Process is a complete cycle which starts from identifying the customers to closing the deal with them. It is more relevant in B2B business sales where the sales cycle is not short and might take a longer duration to close. In B2C the selling process may be transient and shorter. Importance of Selling Process: A business needs to follow and observe the selling process as customers would follow this regardless of the product or service. It may be shorter or quite elaborate but selling process would be followed. The 7 steps of selling process are listed below. It becomes very important to understand each step where the customer might be at during a sales process. In B2B it becomes more important as each step would take its own time, inputs, deliverables and data to move on to the next step. The sales person should be prepared for the next step so that they can help customer go through the process smoothly to reach the closing stage. If there is a lag or issue at any of the initial steps e.g. presentation or approach, customer might lose interest or move on to a competitor. In large deals and proposal, each and every step is like a win to ensure that the deal is converted. In B2C scenario, each step may be smaller and happen at the same moment. e.g. while buying a mobile, a customer might check the different options, see the demo, ask some queries and finally buy the product in the same session. Read More: Selling Concept, Selling Orientation, Selling Terms, Selling Process Steps The process of selling a product covers various steps like prospecting, pre-approach, approach, presentation, handling objections, closing & follow-up with customers. The 7 steps of selling process are explained below in detail. 1. Prospecting: The first step in selling process in which potential customers are identified by the salesperson is called prospecting. 2. Pre-approach: The stage where the salesperson collects information about the potential customers and understands them before making the sales call is called pre-approach. 3. Approach: Approach is the step where the salesperson actually meets the customer for the first time. 4. Presentation: The step where the salesperson talks about how the product will satisfy the customers needs and add value to his/her life is called presentation. This step in selling process can include a demonstration of the product features as well. 5. Handling Objections: In this step, the salesperson clarifies all the doubts and questions that the customer has and eliminates all his objections to buying the product. 6. Closing: The step in which the customer is asked to place and order for the product is called closing. 7. Follow-Up: This is the final step in the selling process where the salesperson follows up with the customers to ensure their satisfaction and builds the relationship in order to repeat business with them. All the steps above help in increasing business sales and thereby increasing sales revenue & profits. The above image is the selling process. Example of Selling Process: Let us assume a newly open gym in a posh locality to understand the selling process steps. The gym owners will first search for prospects who can afford the gym fees and are in need of accessing a gym with facilities. The pre-approach & approach stages would be when the owners of the gym would market the brand through leaflets, brochures etc. This would entice the people to give a call and arrange for a visit to the gym. Here the gym amenities, facilities, instructors etc. would be shown, which would be a part of the presentation and demonstration. The queries regarding fees, trainers, equipment etc. would be handling the objections of the prospect. Once a person is satisfied, they would be willing to join the gym by paying the fees & hence that would be closing the deal in the selling process. Follow-up would ensure that the customer keeps on attending the gym in the future as well. Hence, this concludes the definition of Selling Process along with its overview. This article has been researched & authored by the Business Concepts Team which comprises of MBA students, management professionals, and industry experts. It has been reviewed & published by the MBA Skool Team. The content on MBA Skool has been created for educational & academic purpose only. Browse the definition and meaning of more similar terms. The Management Dictionary covers over 1800 business concepts from 5 categories. Continue Reading: Selling Concept, Service Costing, Share this Page on: Sales is the lifeblood of any business. Whether youre selling a product or a service, a well-structured sales process is essential for achieving consistent and sustainable growth. In this comprehensive guide, we will delve into the seven key steps of a successful sales process, providing you with a roadmap to increase your sales efficiency, close more deals, and ultimately boost your revenue. The first step in the sales process is prospecting, which involves identifying potential customers who may have an interest in your product or service. Prospects can come from various sources, including referrals, cold calls, social media, and networking events. The key is to cast a wide net and gather as many leads as possible. To streamline your prospecting efforts, its crucial to define your Ideal Customer Profile (ICP). This is a detailed description of your ideal customer, including demographics, industry, pain points, and buying behaviors. By understanding your ICP, you can focus your efforts on prospects most likely to convert into paying customers. Diversify your lead generation efforts to increase your chances of finding potential customers. Utilize digital marketing, content marketing, social media, email marketing, and offline methods like trade shows or seminars. Each channel has its unique advantages and may appeal to different segments of your target audience. A well-organized sales pipeline helps you track and manage your prospects effectively. It typically consists of stages such as initial contact, qualification, proposal, negotiation, and closing. Regularly updating and nurturing your pipeline ensures you never miss an opportunity and can prioritize your efforts based on the prospects readiness to buy. When comparing a sales pipeline vs a sales funnel, the latter visualizes the conversion of leads into customers, while the pipeline provides a detailed view of each stage in the sales process, allowing for more precise management and forecasting. Read also: Top 10 procurement softwares you need to know about in 2024 Once you have a list of potential leads, the next step is to qualify them. Qualification involves determining whether a prospect is a good fit for your product or service and whether they have the budget and authority to make a purchase. One widely used qualification framework is BANT, which stands for Budget, Authority, Need, and Timeline. Ask questions related to these four aspects to assess the prospects readiness to buy. You might ask questions like, If we could meet your budget, would you be ready to move forward? The approach helps you determine if there are any remaining objections or obstacles. An assumptive close assumes the sale is already made and asks the prospect to choose between specific options. For example, Would you prefer delivery in two weeks or three weeks? This technique encourages the prospect to visualize the purchase, making it more likely to occur. In some cases, negotiation is necessary to finalize the terms of the deal. Be prepared to compromise while maintaining the value of your offering. Clearly communicate the benefits of your product or service during negotiations to justify the price. The sale doesnt end when the prospect signs the contract or makes a payment. Effective follow-up is crucial for building long-term customer relationships and generating repeat business. Immediately after closing the deal, express gratitude to the customer for choosing your product or service. A simple thank-you message or note can go a long way in making them feel valued. Offer ongoing support to ensure the customers success with your product or service. Address any post-purchase questions or concerns promptly. A strong support system can lead to positive reviews and referrals. Read also: Electronic contracts vs. traditional contracts: A handy comparison The final step in the sales process is post-sale relationship building. Cultivating strong, lasting relationships with your customers can lead to repeat business, referrals, and brand loyalty. Continue to stay in touch with your customers through periodic check-ins, newsletters, or personalized recommendations. Keep them informed about updates, new offerings, or promotions that may benefit them. Ask for feedback on their experience with your product or service. Constructive criticism can help you make improvements and show your commitment to customer satisfaction. Mastering the seven steps of a sales process is essential for any sales professional or business owner looking to increase revenue and build lasting customer relationships. By following this comprehensive guide, you can streamline your sales efforts, improve your closing rates, and ultimately achieve greater success in the competitive world of sales. Remember that each step is interconnected, and continuous improvement is key to achieving your sales goals. So, start implementing these steps today and watch your sales soar to new heights. Your commitment to a structured sales process will undoubtedly lead to increased profitability and long-term success in your business endeavors. According to an estimate, approximately more than 13% of the employees in the US are working in the field of sales. It doesnt matter whether youre an experienced person or a newbie; sometimes its difficult for you to close the potential sales deal. You must know about the product whatever your selling; because youre going to explain it to the customer how your product or service is better to serve their needs. Business and marketing books usually outline the 7 steps of sales process, and these steps provide you the basis of sales. But you have to customize it according to the needs and requirements of your business sales. As it is said that learn the rules like a pro so you can break them like an artist. Once you have successfully learned the process of selling, then you will be able to apply it in every field by molding, breaking and creating those steps to get the job done. Also Read: What is Sales Process? These seven 7 steps would help you to find and locate your potential customers, close the sales deal, and most importantly, ask for the reviews and follow-ups. So that they would refer your product in their circles, here they are: Prospecting: The process of finding a lead or generating a lead, but begins with lead. Companies and businesses use various marketing methods of prospecting your lead. It can be through social networking, live streaming on some event, trade shows, referrals, cold calling, and shout out. In simple words, prospecting involving finding and recognizing your customers whom you perceive that they have shown interest in your product and service. Your offer would probably interest them based on their industry, demographic and other characteristics. It doesnt matter whether you have the right lead or not, your salesperson would have to take the first step of breaking the ice. It can be through email, phone calls, or social media. The purpose of the contact is to find out relevant information that whether your prospect lead is the right match of your product or service. Thematching criteria of your lead could be their need, budget or timeline. If the lead qualifies and falls within the criteria, the next thing your salesperson should do is to find out the needs. It doesnt mean that you have to do it right now; you can have another phone call, or live meeting focusing on their needs and requirements. Now, you approach potential customers of your target market with a series of pre-decided questions. Questioning them would serve two purposes; first, it would make them look, professionals. Secondly, it would help you to know the important details of their needs. Its better if you have open-ended questions because it would lead them to talk. The focus of the sales staff should be on listening to their needs and requirements rather than talking about the product. Once you know and understand your customers position, and where they are standing. Then this information would you in the marketing stage of creating your marketing and sales pitch. Dont forget to ask the objectionable questions: What problem they expect from our product or services. The thing the like or dislike about previous service providers. Their current situation! The would solve their issues, then how it would be like. The sales staff should rephrase the answers to make sure that what they heard is right. If they have to ask some other questions to clear the gap, then they should. Also Read: What is Cross-selling? Cross-Selling Vs Up-selling When youre going to present your product or service to your target market, then you should communicate the effectiveness of your product that how it will add value in their lives. The easiest way to do that is to create a bridge between customers needs with the features of the product or service. Thats why the sales staff needs to be very careful in the need assessment stage while approaching and talking to the customers. Make sure that your sales pitch includes all those features that were the needs of the customers of your target market. At the end of the presentation, you should announce the launching date mutually decided by you and the customers. It would be ideal that you present your product or service to your targeted audience, and they dont have any questions or objections. Its because you base your product or service by the need assessment of your sales staff, and sales reps focus on delivering the best possible product. But sometimes theres a difference of definition between your version of best, and their version of best. If there are any objections and there will be some, then note down all of those reactions, thoughts, and objections. Answer their objection carefully, and share this information with your team that how they should handle such questions. If your lead prospect is convinced with your presentation, then head by your product. Otherwise, he wont. Its the final and most important step in the sales process. It would be successful if you have completed all the previous steps with caution. There are many key points to remember to close the deal like; handling objections, discounts and agreeing on the price, and presenting the products description well. When everything goes well, youll close the deal. After closing the deal, it doesnt mean your job is done. You should be in contact with the customers to talk about their experience. If the customer is happy, then he would share his experiences with his friends. Such referrals would increase your sales. You should also keep them informed about the latest updates, products, and services. If you are not getting the desired results, then repeat the above sales process steps. Different businesses are manufacturing different products and services. Therefore, sales process steps may vary from business to business. Sometimes, they would be short, skipped or lengthen out depending upon the situation. Photo by Lukas

Selling a product or service. Steps of selling a product. Steps in selling. What are the 7 steps of selling process.