

THE 5 STEPS OF Sales Process



PROSPECTING

Find and engage potential customers through targeted research and outreach to generate interest in your product or service.



CONNECTING

Build trust and establish rapport by actively listening, asking thoughtful questions, and demonstrating genuine interest in the prospect's needs.



QUALIFYING

Assess the prospect's fit for your offering by evaluating their level of interest, budget, authority to make a decision, and any potential challenges or objections.



SHOW VALUE

Clearly communicate the unique value proposition of your product or service, focusing on how it solves the prospect's problems or fulfills their needs better than competitors.



CLOSING

Guide the prospect towards a buying decision by addressing concerns, presenting compelling offers, and actively seeking their commitment to finalize the sale.

