

Leveraging a Repeatable Sales Process

How often have your salespeople recommended a demonstration of their product or solution to their customers without having a clear understanding of the customer's decision process, or even identified the critical decision criteria? Let's face it, no sales team follows a consistent process and implements each stage with proper precision.

Sometimes the process itself is fuzzy built on pockets of best practices. There are countless examples of sales reps skipping critical steps in the sales process and eventually blaming "price" for losing a deal. But when a sales process is defined by a set of key milestones, your sales reps have a clear roadmap for the strategic actions that they must achieve consistently to achieve success.



We develop Custom Sales Processes that help businesses thoroughly define each stage in their selling process, delineating them from one another, and clearly distinguishing their boundaries. The key task is identifying the proper milestones within each stage that must be completed before moving on.

These milestones help sales rep be more intentional in their selling efforts. Simultaneously, this sales process becomes a great coaching tool for your sales managers. Sales managers can quickly assess which critical milestones have not been thoroughly completed and focus their coaching efforts to help their reps achieve that outcome.

Key Benefits



- Provides clarity and direction to help your salespeople be more intentional in their selling efforts
- Exposes your sales team to a set of critical milestones throughout the Sales Process that are often overlooked
- Improves sales cycle time by helping sales opportunities from getting "stuck" in the sales process
- Takes the guess work out of how your sales manager can help their reps achieve greater success in the field
- Improves insights on leading indicators that lead to more accurate sales forecasting