

Sales Process

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- Building a Pipeline
- Initial Meetings with Prospects
- Closing Meetings Prospects
- Relationship Review and Renewal Meetings

Building a Pipeline

- Target account profile
- Sources of new business
- Building a prospect list
- Gathering prospect information
- Calling to schedule appointments
- Call structure and example script

Initial Meetings with Prospects

- Meeting objectives
- Pre-call planning
- Meeting structure
- Success factors
- Tools and templates

Closing Meetings with Prospects

- Meeting objectives
- Pre-call planning