

SALES PROCESS

Reason to change:

Understand the company's goals, the decision maker's goals and drivers (might not be the same as company's), and how YOUR solutions help them achieve these goals.

Closing:

Prove (= repeat) the process so far (from phase 1 to 3), validate and remove any anxiety the customer might feel about a decision (*"I understand you are worried, many of our customers have felt this, but when they see 1, 2, 3 then..."*), ask for the deal.

Introduce an alternative to current state:

Gap analysis of current vs. new way (any new way), show numbers to prove YOUR solution. Reconnect to drivers.

Solution:

Show detailed solution, how this helps the company achieve its goals and supports the drivers and prove why YOUR solution is the best (references, we've done it x amount of times).

