

Sales Process Summary / Lead Evaluation

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A Ocampo**P Watson, M Mitchell****J Goodall****S Boysen****R Phillips****M Faraday****M Curie, M Born, J Barton****M Franklin**

Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which includes:

Critically evaluating received information to assess the validity of the information

Patiently following pre-defined and repetitive procedures in data collection and analysis

Drawing conclusions and understanding what additional information is needed to make the correct decision

Estimating the time needed for required actions to move the sales process forward and to deliver the product/service

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Anticipating future challenges and preparing for them

Separating accurate information from potentially inaccurate information

Following the process patiently and performing every step to the last detail

Comparing the obtained information to the set criteria and drawing conclusions

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Maintaining an emotional distance from prospects and focusing solely on facts

Not taking on challenging or interesting leads that do not meet the set criteria for qualified leads

Refraining from taking risks

Making calculated decisions and moving forward to the next lead

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Sales Process Summary / Initial Contact

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M Mitchell**J Goodall****M Faraday****S Boysen, R Phillips****P Watson****A Ocampo****M Curie****M Born****J Barton, M Franklin**

Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which includes:

Actively making contact with new prospects and inspiring them to want to learn more about the product/service

Using arguments and counter-arguments that provide prospects with few possibilities to opt-out

Presenting their message in a goal-oriented but motivating manner

Not letting failure affect their self-esteem or willingness to continue pursuing new prospects

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Taking and maintaining control over the short sales process with prospects

Presenting counter-arguments and the pros of the product/service in a convincing manner

Using presentation techniques that mostly results in a positive outcome

Maintaining high self-esteem and trust in their ability to perform well at this stage of the sales process

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Trusting their own message and ability to influence and inspire prospects

Handling prospects' objections in a way that moves the sales process forward and maintains prospects interest in the product/service

Reading prospects' behaviour that signals a need to quickly change the sales approach

Being ambitious enough to not be willing to give up too early or too easily

Sales Process Summary / Needs Exploration

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M Mitchell, J Goodall, M Faraday

P Watson, A Ocampo

M Born, M Curie, S Boysen, J Barton

R Phillips

M Franklin

Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which includes:

Maintaining control of the sales process and leading it toward closure

Asking clarifying questions and listening to the answers to understand prospects' true needs

Maintaining emotional distance from prospects without losing their trust

Understanding if the process is not leading to a sale and being able to stop the process at that stage

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Identifying real buying signals to proceed toward making a proposal

Not letting prospects delay the process with irrelevant questions

Having standard responses to prospects' concerns and presenting them in a convincing way

Keeping the sales process moving forward and not wasting time

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Having the patience to stay active and in control during longer sales processes

Being responsive to changing circumstances and identifying the buying signals

Ignoring prospects' empty promises and focusing solely on known facts

Not making unnecessary promises to the prospects

Sales Process Summary / Closing/Negotiation

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M Mitchell**P Watson, J Goodall****A Ocampo****S Boysen****M Faraday****R Phillips, M Curie****M Born, J Barton****M Franklin**

Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which include:

Presenting their solution in an inspiring way creating the impression that the prospects' needs have been listened to and are understood

Not hesitating with stating the value of their product/service

Focusing on closing the sale and identifying approaches that make it as likely as possible

Not letting failure stop the sales process or affect their self-esteem but instead learning from every experience

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Mastering and feeling comfortable with different closing techniques

Focusing solely on communication that aims at closing the deal

Pointing out the key reasons for prospects to accept the offer

Creating a sense of urgency in prospects' minds

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Not over-thinking the prospects' situations but instead keeping the process as simple as possible

Keeping the process under control and not letting prospects add new concerns to the discussion

Leading the prospects to situations when accepting the offer is the only sensible option

Focusing solely on how to close the deal

Sales Process Summary / Initial Engagement

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M Franklin**M Born, J Barton****J Goodall, S Boysen****R Phillips, P Watson, A Ocampo,
M Mitchell, M Faraday**

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M Curie

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Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which include:

Creating trusting relationships with clients

Listening to clients' needs and aiming to provide an excellent initial experience and service as possible

Being available and demonstrating patience during the learning process

Understanding clients' concerns and addressing them as thoroughly as possible

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Listening to client feedback and connecting it to available features of the product/service

Having a process in place that guarantees clients have a positive first experience of the product/service

Having a system in place that indicates when the clients can be left alone to use the product/service more independently

Adjusting to various speeds of different clients

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Not controlling the client but expressing understanding about their concerns and speed of learning

Allocating enough time, attention and patience to the clients

Focusing on delivering the product/service instead of starting to focus on increasing the business with the clients

Being truly interested in the client experience and doing their best to improve it

Sales Process Summary / Account Management

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J Barton
M Franklin, M Born
M Curie
M Faraday
S Boysen, P Watson

J Goodall

R Phillips, A Ocampo
M Mitchell

Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which includes:

Creating trusting and lasting relationships with clients
 Understanding the clients' needs without having to ask for their preferences every time
 Being available and actively listening to questions and requests from their clients
 Being able to anticipate client needs and providing both reactive and proactive support

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Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Maintaining long-term relationships with clients
 Understanding when clients need support and when they should be left alone
 Personalising the relationship and support for each client
 Refraining from trying to grow the business when the client is not ready but identifying when they are

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Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Letting clients have control over when and what support they need
 Maintaining relationships and showing genuine interest in clients' needs
 Not showing impatience when supporting clients
 Taking actions that do not directly grow the business but maintain client loyalty

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Sales Process Summary / Expansion

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M Mitchell, J Goodall, S Boysen

A Ocampo

P Watson

R Phillips, J Barton, M Faraday, M Curie

M Franklin, M Born

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Salespeople in this group find it EASY to adjust to the main requirements of this stage in the sales process, which includes:

Identifying possibilities to grow business with existing clients

Building trusting relationships with clients that help in creating opportunities to propose new products/services

Not being satisfied with the current level of business and always having the next goal in mind

Actively asking clients questions and learning more about their businesses

Salespeople in this group have the POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need more experience and/or training in areas such as:

Being flexible with clients' needs and accepting when business does not grow as planned

Actively searching for new business opportunities

Taking the initiative to ask questions and propose possible new ways of doing business

Actively looking for new contacts within clients' organisations

Salespeople in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Keeping an emotional distance from clients and considering them as any other prospects with new business opportunities

Maintaining close relationships with clients that allow for identification of new business opportunities

Being flexible and active when they recognise new business opportunities

Effectively using their time with clients to search for new business opportunities

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