Prism
Business
Development

Successful Sales & Sales Support Professional Selling Process

Successful Sales & Sales Support Professional Selling Processes

The role of the sales and sales support professional is to be the customer interface bringing about purchases of products and/or services and to optimize customer experience. The sales process the sales and sales support professional team uses to perform their function includes:

1. Becoming **<u>Aware</u>** that a customer <u>may</u> have a need for the products and/or services (sometimes referred to as territory planning, account planning, , cold/warm call, and/or lead follow-up, "suspecting")
2. **<u>Identify Champion</u>** - identify decision maker having need-payoff (including account planning, opportunity management, and/or lead follow-up, "prospecting")
3. **<u>"Need" Recognition</u>** - customer discussion to determine if customer really does have a need that can be addressed by ("Need")
4. **<u>"Fit" Recognition"</u>** – sales and sales support team analyzing customer need and developing possible problem solutions (uses of products and/or solutions) that may satisfy the customer's need
5. **<u>Customer Need Perception Development</u>** – ask clarifying questions to bring about customer's clarity in perceiving their need (sometimes referred to as customer's problem)
6. **<u>Customer Fit Perception Development</u>** – ask clarifying questions to bring about customer's clarity in perceiving a possible fit (sometimes referred to as a solution to customer's problem)
7. **<u>"Customer-Value"</u>** of Solution to Customer – ask clarifying questions to determine potential operational and financial impact if solution implemented (sometimes referred to as customer benefits)
8. **<u>"Timing"</u>** or Customer Time Frame – ask clarifying questions to determine sense of urgency to implement a solution and/or when customer would like to have solution implemented (i.e. customer upcoming event)
9. **<u>"Funding"</u>** or When Customer Has Funds Available – ask clarifying question to determine if there is a source of funds (i.e. available discretionary funds, upcoming event where funds become available, credit etc.)
10. **<u>"Attitude"</u>** or Customer Can and is Willing to Do Business with Sales & Sales Support Professional, their products and/or services, and their Company (when customer believes sales and sales support professional understands their need, has provided a good-fit solution, that their company is able to implement and the team can and will the deliver anticipated benefits (sometimes referred to as "Trust")

11. **“Joint Teaming”** with Customer Staff to Develop Solution and Implementation Plan (sometimes referred to as customer taking on ownership of their responsibilities to ensure success)
12. **Close/Negotiate Deal** customer agrees to purchase products and/or services
13. **Oversee Implementation** work with joint team to complete implementation
14. **Oversee Benefits Derived** work with joint team to see that customer receives anticipated benefits
15. **Champion Feedback/Acknowledgement** - report to customer champion that indeed customer has received anticipated benefits
16. **Referral/Success Story** – customer acknowledgement of success and if appropriate, customer able and willing to become a reference and a “Success Story” (sometimes referred to as the ultimate “Proof Statement”)

Prism Business Development sales operations services that include development of:

- Client specific high-performance sales processes and methodologies based on market segments and market position
- Development of sales and sales support professional sales process materials and tools to optimize effectiveness and efficiency

For more information as to how Prism Business Development can dramatically improve your sales operations performance, contact us at SalesOperations@PrismBusDev.com or call us (720) 304-2784.

