

Sales Processes SOP

This SOP outlines the detailed steps of our sales process, from prospecting to closing a sale, including follow-up procedures.

1. Prospecting

Prospecting involves identifying potential customers who might be interested in our products or services. This is a crucial step in the sales process as it helps to ensure a consistent pipeline of opportunities.

Expand to view prospecting strategies.



2. Qualifying Leads

Once we have identified potential customers, the next step is to qualify these leads. This involves assessing whether the lead has a need for our product or service, the budget to make a purchase, and the authority to make a decision.

Expand to view lead qualification criteria



3. Sales Presentation

After qualifying a lead, the next step is to schedule a sales presentation. This is an opportunity to demonstrate the value of our product or service to the potential customer.

Expand to view sales presentation tips

Sample Sop For Sales Representative

Gar W. Lipow

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