



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.

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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.

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