

## 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

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**LP Steffe** 

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