10-Step Sales Process
(Given a Qualified Lead)

1. Research the prospect and the prospect's organization using all available tools including their website, Google, Zoominfo.com, social media websites, alumni websites, etc.

2. Develop a "Coach "who can add insight into the prospect's issues.

3. Ask the "Coach" to help you with the initial contact, which could be:
   a. Meeting
   b. Trade Show
   c. Social Event
   d. Meal
   e. Conference Call
   f. Sporting Event (Golf)

4. For large sales, prior to the first meeting with the prospect, complete the 20-step capture process to ensure an understanding of the customer's need, our proposed solution and approach, and develop the appropriate marketing messages:
   a. Killer Arguments (done it before)
   b. Key Discriminators (why they should choose us?)
   c. Ghosting Discriminators (why they should not choose the competition?)
   d. ROI Examples (why do this at all?)

5. In the initial meeting, build rapport with the prospect by getting them to talk about their passions (keep it business related, if possible). Let them talk about themselves as long as they want and let them shift the discussion to business.

6. Ask the prospect about their business issues. Ask a lot of questions and keep asking until all of the issues have been adequately identified (as appropriate, formulate the questions prior to the first meeting).

7. Once you have fully determined the scope of the customer's situation, discuss how we (and your teammates or other suppliers, if necessary) can help satisfy their needs(s) with our solutions.

8. Provide appropriate marketing collateral about our organization (presentation, materials, etc...)

9. Send the prospect a handwritten thank-you note.

10. Follow up with the prospect as many times as necessary to close the sale. Examples of follow-up activities are:
    a. Tour/demonstration of our facilities
    b. White papers on how we propose to solve their problem
    c. Sending interesting/relevant articles related to their issues (Google alerts)
    d. Bringing experts (inside our organization (or vendor reps) to help.
    e. Inviting them to appropriate activities (trade shows, open houses)
    f. Providing statements of work/proposals
    g. Drafting the internal paperwork for them that they need to sell our solution to their supervisors and/or to form the basis of a Procurement Request
    h. Communicating frequently via (find out the prospect's preferred method of communication and use it):
    i. Telephone
    ii. Voice-Mail
    iii. E-Mail
    iv. Instant Messaging
    v. Text Messaging

Closing Techniques:

1. **Direct –** “Would you like to move forward with this engagement?”

2. **Assumptive –** “Would you like to put this work on the existing contract?”

3. **Alternative –** “Do you want to start with service A or service B first?”

4. **I recommend –** “I recommend we get started right away in order to meet schedules.”

5. **Pilot Project –** “I suggest we start with a pilot project with the first team.”

6. **When or If –** “So, if we include this package in the price, will you be ready to move forward?”

7. **Timeline Technique –** “We will need a two month lead time to get things in place, or do you need this project to begin sooner?”

8. **Test it out First –** “Feel free to use the sample tool for 30 days to see if it is the right fit for you.”

9. **Window of Opportunity –** “I will need your commitment by the end of next week.”

10. **Return on Investment –** “Please look at the numbers and decide for yourself it they make sense.”

1300 13th St., NW #608 Washington DC 20005
Phone (202) 660-0533 Fax 202-318-6405
www.asherstrategies.com