

The Sales Process Flowchart by Michael Pedone



OPENERS

1. PIQUE INTEREST

Hi PROSPECTS NAME, this is YOUR NAME with YOUR COMPANY and the reason for my call is ...

2. GAIN PERMISSION TO CONTINUE TO CALL

...and if I caught you at a good time, I'd like to ask you just a few quick questions to see if what we have to offer may be of some help to you, would that be OK?



QUALIFYING

1. PROBLEM RECOGNITION

1. Engagement / Entrance Point Question
2. Identify Potential Opportunity Size
3. Identify Problems
4. Identify Pain Caused By Problem(s)
5. Identify Reasons for Problem
6. Identify Solution

2. IDENTIFY PROSPECTS DECISION MAKING ROLE

1.

Other than yourself, who else is involved in the decision making process when it comes to _____?

2. Run the FAST FORWARD Technique

3. UNCOVER PROSPECTS HOT BUTTONS

1. Hot Buttons Question

What are the top 3 features you would like to see in this product?

2. IF SPEAKING WITH A NON-DECISION MAKER: Run the "Influence the Influencer" Play

4. IDENTIFY TIME FRAME

5. QUALIFY ON PRICE

6. CHECK POINT / TRANSITION

Execute / Infiltrate / or Evacuate



PRESENTATION

1. TIE DOWNS

2. FEEDBACK

What do you like BEST about what you've heard so far?"

3. CLOSE ON SOLUTION CONCEPT

CLOSING

1. OBJECTION HANDLING

1. Identify
2. Empathize
3. Isolate (2-step process)
4. Handle
5. Close

