

# 7 STEPS OF THE SALES PROCESS

<p><b>1 LEAD GENERATION</b></p> <p>This is prospecting.</p> <p>It's the hustle of finding new leads and getting them in the pipeline. You don't close deals without it—prospecting is the lifeblood of sales.</p>	<p><b>2 LEAD QUALIFICATION</b></p> <p>Contacting leads and sizing them up.</p> <p>You've got to decide if they're worth your time and effort. If they're not a good fit for your solution, move on. Time is money—focus on the leads that matter.</p>	<p><b>3 RESEARCH</b></p> <p>Digging into intel on the prospect and their company.</p> <p>Dive deep into your qualified leads and get a real understanding of what makes them tick. Find their pain points, and position your value as the solution they can't ignore.</p>	<p><b>4 PITCH/PROPOSAL</b></p> <p>Giving a demo of your product or service.</p> <p>Every presentation should be custom-tailored to the prospect's unique needs and pain points. This isn't for just anyone—this is for qualified leads who are ready to see what you can deliver.</p>
<p><b>5 OBJECTION HANDLING</b></p> <p>Fielding and addressing the prospect's concerns.</p> <p>Objection handling is where the real game is played. It's tough, but crucial. You've got to prep, understand their pain, and show empathy. Master this, and you're halfway to closing the deal.</p>	<p><b>6 CLOSING DEAL/NEGOTIATIONS</b></p> <p>Arriving at a mutually beneficial, contractual agreement. Boom!</p> <p>This is where the magic happens—when both sides walk away with a win and a signed deal. That's the goal. Cha-Ching!</p>	<p><b>7 RELATIONSHIP MANAGEMENT</b></p> <p>Maintaining a productive relationship and upselling/cross-selling.</p> <p>Keep that relationship strong after the sale. It's not just about avoiding churn; it's about finding new ways to grow and add value.</p>	<p><b>CLOSE MORE DEALS AND GET THE REWARDS YOU DESERVE!</b></p>