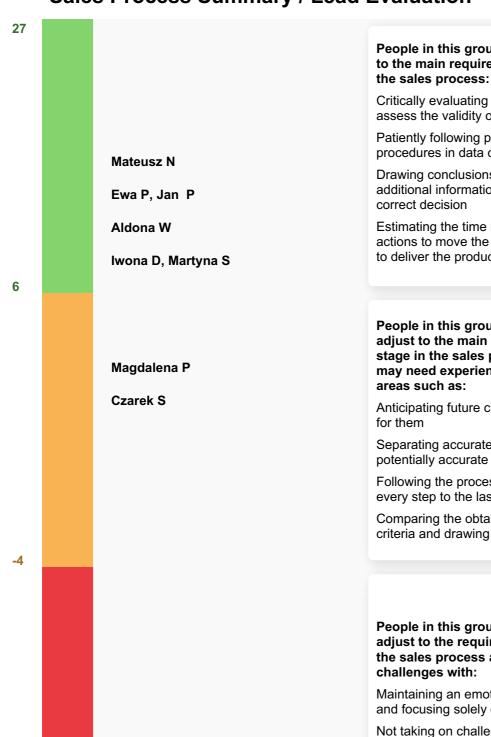


# Sales Process Summary / Lead Evaluation



People in this group find it EASY to adjust to the main requirements of this stage in

Critically evaluating received information to assess the validity of the information

Patiently following pre-defined and repetitive procedures in data collection and analysis

Drawing conclusions and understanding what additional information is needed to make the

Estimating the time needed for required actions to move the sales process forward and to deliver the product/service

People in this group have POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need experience and/or training in

Anticipating future challenges and preparing

Separating accurate information from potentially accurate information

Following the process patiently and performing every step to the last detail

Comparing the obtained information to the set criteria and drawing conclusions

People in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have

Maintaining an emotional distance to prospects and focusing solely on facts

Not taking on challenging or interesting leads that do not meet the set criteria for qualified

Refraining from taking risks

Making calculated decisions and moving forward to the next lead



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# **Sales Process Summary / Initial Contact**



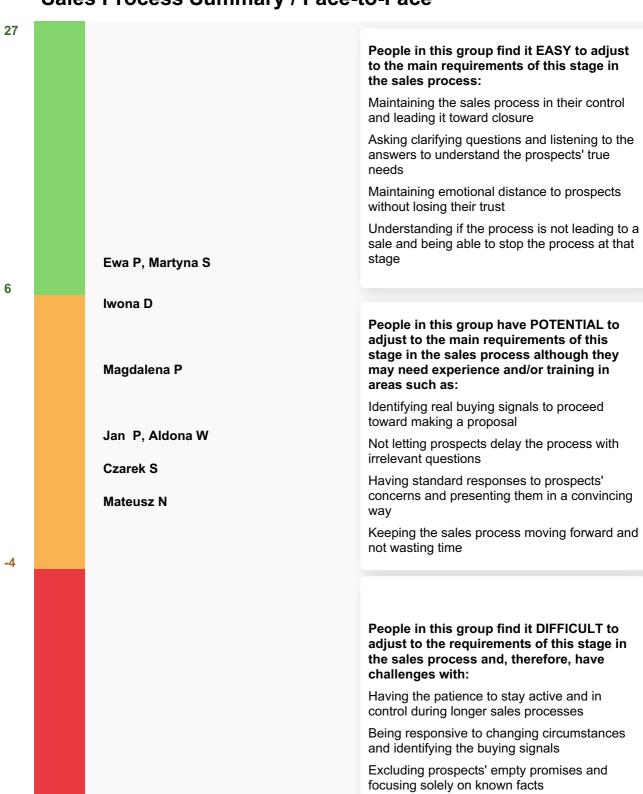


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# Sales Process Summary / Face-to-Face





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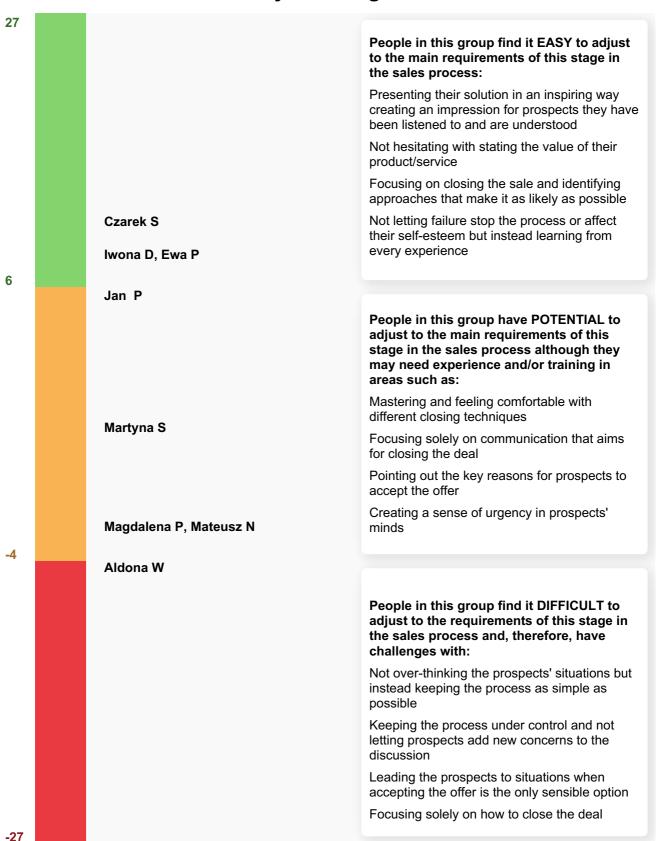


prospects

Not making unnecessary promises to the



## Sales Process Summary / Closing

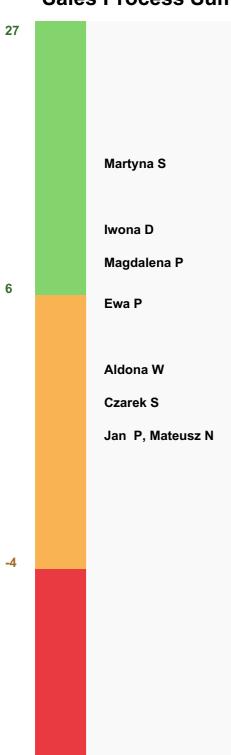








# Sales Process Summary / Piloting



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People in this group find it EASY to adjust to the main requirements of this stage in the sales process:

Creating trusting relationships with clients

Listening to clients' needs and aiming to provide as good initial experience and service as possible

Being available and demonstrating patience during the learning process

Understanding the clients' concerns and addressing them as thoroughly as possible

People in this group have POTENTIAL to adjust to the main requirements of this stage in the sales process although they may need experience and/or training in areas such as:

Listening to client feedback and connecting it to available features of the product/service

Having a process in place that guarantees a positive first experience of the product/service for the clients

Having a system in place that indicates when the clients can be left alone using the product/service more independently

Adjusting to different speeds with what different clients get familiar with the product

People in this group find it DIFFICULT to adjust to the requirements of this stage in the sales process and, therefore, have challenges with:

Not controlling the client but expressing understanding about their concerns and speed of learning

Allocating enough time, attention and patience to the clients

Focusing on delivering the product/service instead of starting to focus on increasing the business with the clients

Being truly interested in the client experience and doing their best to improve it







## **Sales Process Summary / Maintenance**







## Sales Process Summary / Expansion



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