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Entrepreneurship & Startup › Marketing & Customer Acquisition › Sales & Funnels

Sales process design

Designing a Sales Process for Maximum Customer Engagement

DEFINITION

Sales process design is the strategic planning of steps to convert leads into customers. It involves understanding customer needs and creating a structured approach to sales interactions.

KEY CONCEPTS

Lead Generation

The process of attracting potential customers through various marketing strategies.

Qualification

Assessing leads to determine their potential as paying customers based on specific criteria.

Sales Pitch

A tailored presentation that communicates the value of a product or service to a lead.

Closing Techniques

Methods used to encourage a lead to make a purchase decision and finalize the sale.

Follow-Up

Reaching out to leads after initial contact to nurture relationships and encourage conversions.

EXAMPLES

- Using social media ads to attract leads.
- Conducting a needs assessment during the sales call.
- Sending a thank-you email after a purchase to encourage repeat business.

MEMORY TIPS

- ★ Remember 'LQFCT' - Leads, Qualification, Follow-up, Closing, Techniques.
- ★ Visualize a funnel where leads enter at the top and customers exit at the bottom.
- ★ Associate each step with an action: Attract, Assess, Present, Close, Nurture.

COMMON MISTAKES

- ✗ Failing to qualify leads properly, wasting time on unqualified prospects.
- ✗ Neglecting follow-up, leading to lost sales opportunities.
- ✗ Overcomplicating the sales pitch, making it hard for leads to understand value.

QUICK RECAP

Sales process design is essential for converting leads into customers effectively. Focus on generating leads, qualifying them, delivering a compelling sales pitch, and following up to maximize conversions.