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

Sales process design

Master Your Sales Process for Maximum Customer Engagement

DEFINITION

> Sales process design is the structured approach to guiding potential customers through the buying journey. It involves defining steps that lead to successful sales conversions.

KEY CONCEPTS

Lead Generation

The process of attracting potential customers to your business through various marketing strategies.

Qualification

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

Sales Funnel

A visual representation of the customer journey from awareness to purchase, illustrating the stages of engagement.

Closing Techniques

Strategies used to persuade a potential customer to finalize their purchase decision.

Follow-Up

The process of maintaining communication with leads after initial contact to nurture relationships and encourage sales.

EXAMPLES

→ Using social media ads to generate leads.

→ Qualifying leads through a brief questionnaire.

→ Implementing a follow-up email sequence after a product demo.

MEMORY TIPS

★ Remember 'LQFCS' for Lead, Qualification, Funnel, Closing, and Follow-Up.

★ Visualize a funnel to recall the stages of customer engagement.

★ Associate closing techniques with 'C' for 'Convince' to remember their purpose.

COMMON MISTAKES

✗ Neglecting to qualify leads properly, wasting time on unfit prospects.

✗ Failing to follow up, losing potential sales opportunities.

✗ Overcomplicating the sales process, confusing customers.

QUICK RECAP

Sales process design is essential for guiding customers effectively through their buying journey. Focus on lead generation, qualification, and closing techniques to enhance sales conversions.