SALES PROCESS

What are the differences between doing what a customer asks you to do, and a sales process

?

Let's start by looking at how to respond to a customer's request for a price.

In a good sales process, there are a few steps you might want to take before submitting that price

- Identifying the people involved in the decision-making process, and understanding their needs.
- Articulating value propositions for each of them and developing a business case to quantify benefits.

Why all the effort?
Because the objective is to position the value of your solution before providing the price.

VALUE PROPOSITION
UNDERSTANDING CUSTOMER NEEDS
QUALIFICATION
INITIAL MEETING
PROPOSAL
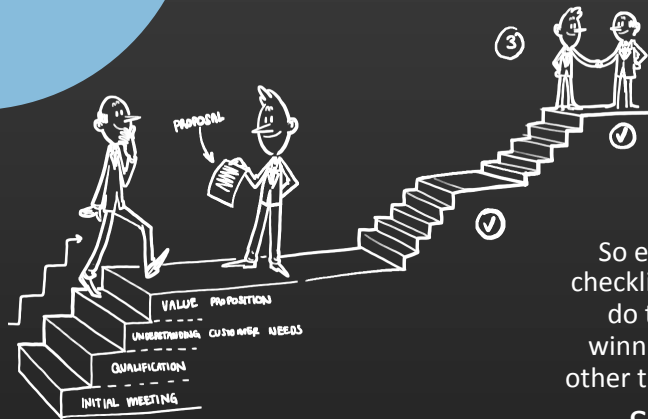
So essentially, a sales process is a checklist of activities that you want to do to maximise your chances of winning... and might include things other than what the customer asks for.

So, how should you define, or improve, your sales process

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You could start by talking to the most successful salespeople in your own organisation to identify the activities they consistently undertake.

Then add input from customer interviews after wins and losses – to find out what you did well and what needs to be improved.

You could also gain insight from Infoteam's market research on customer expectations of vendor salespeople, and the gaps they see with current capabilities.
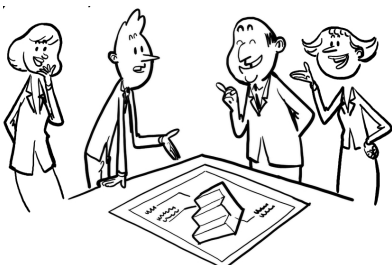
The key, of course, is not to over-engineer it, and keep it simple.

Getting this kind of input regularly to update your sales process can turn it into a significant competitive advantage... making how you sell the reason for why you win.