

# WINNING SALES PROCESS™

## IS YOUR CURRENT SALES PROCESS...

- + Inefficient
- + Ineffective?
- + Outdated?
- + Canned?
- + Time consuming?
- + Lacking transparency?

### If you answered “yes” to any of these questions, consider a Winning Sales Process™

Nothing runs like a well-oiled machine and a sales process is no different. All successful organizations are dependent on a scalable sales process closely followed by the sales team.

Our Winning Sales Process™ solution is a customized, detailed work-flow diagram designed to guide your sales people through every step of your unique sales cycle.

With the improved focus and direction that comes from an effective sales process, your team will reduce the sales cycle, increase their flexibility in reacting to new opportunities, and consistently reach your revenue goals.

## BENEFITS OF A Winning Sales Process™

See reverse side to learn what's included.

- + Scalable sales process that allows your organization to grow effectively
- + Sales process is understood and followed by the entire sales team, ensuring consistency
- + A methodical approach allows for efficient lead management and close rates
- + Greater transparency of every prospect and sale in the sales funnel
- + Faster training and ramp-up time for new hires



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# ACHIEVE SALES GOALS WITH A Winning Sales Process™

## WHAT'S INCLUDED

- + Winning Sales Process™ discovery
- + 2-3 collaborative fact-finding workshops
- + Visual step-by-step work-flow diagram that includes:
  - + Entry & exit criteria
  - + Key activities & metrics
  - + Reference of sales tools to leverage at each stage
- + Selection of sales tools and templates
- + Recommendations for CRM mapping
- + Onsite training seminar & all training materials
- + Ongoing support throughout the engagement



## A PERFECT PAIRING

Winning Sales Process™ & Paint-the-Picture® Playbook



### Completely Capture Your Product, Prospect & Process

By combining a Winning Sales Process™ and a Paint-the-Picture® playbook, sales reps can navigate through a best-practice sales process with ease, having all of the necessary tools and messaging needed to capture the interest the prospect, prove value, and turn them into a lasting customer.



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FROM COLD LEADS TO **CLOSED SALES®**