



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- + Outdated?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™

A sales process needs to run like a finely-tuned machine to be most successful. All high-functioning sales 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, and mapped to your CRM system.

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 revenue goals.

BENEFITS OF WINNING SALES PROCESS™

- + Scalable sales process that allows your organization to grow effectively
- + A consistent approach followed by the sales team
- + Efficient lead management using CRM
- + Greater transparency of every prospect and sale in the sales funnel
- + Increased close rates
- + 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 with key individuals
- + 2-3 collaborative fact-finding workshops
- + Visual step-by-step work-flow diagram that includes:
 - + Goals & objectives
 - + Entry & exit criteria
 - + Roles & responsibilities
 - + Key activities & metrics
 - + CRM touchpoints
 - + Reference of sales tools to leverage at each stage
- + Recommendations for CRM mapping
- + Onsite training seminar & all training materials
- + Ongoing support throughout sales process development



A PERFECT PAIRING

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

Completely Capture Your Product, Prospect & Process



Our clients often combine our playbooks and processes into one cohesive solution that outlines WHAT you sell (product), WHO you sell to (prospect), and HOW you sell it (process).

By combining a Winning Sales Process™ and a Paint-the-Picture® playbook, sales reps are fully enabled. They 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, provide value, and turn them into a lasting customer.



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FROM COLD LEADS TO **CLOSED SALES®**