

DEFINING YOUR SALES PROCESS

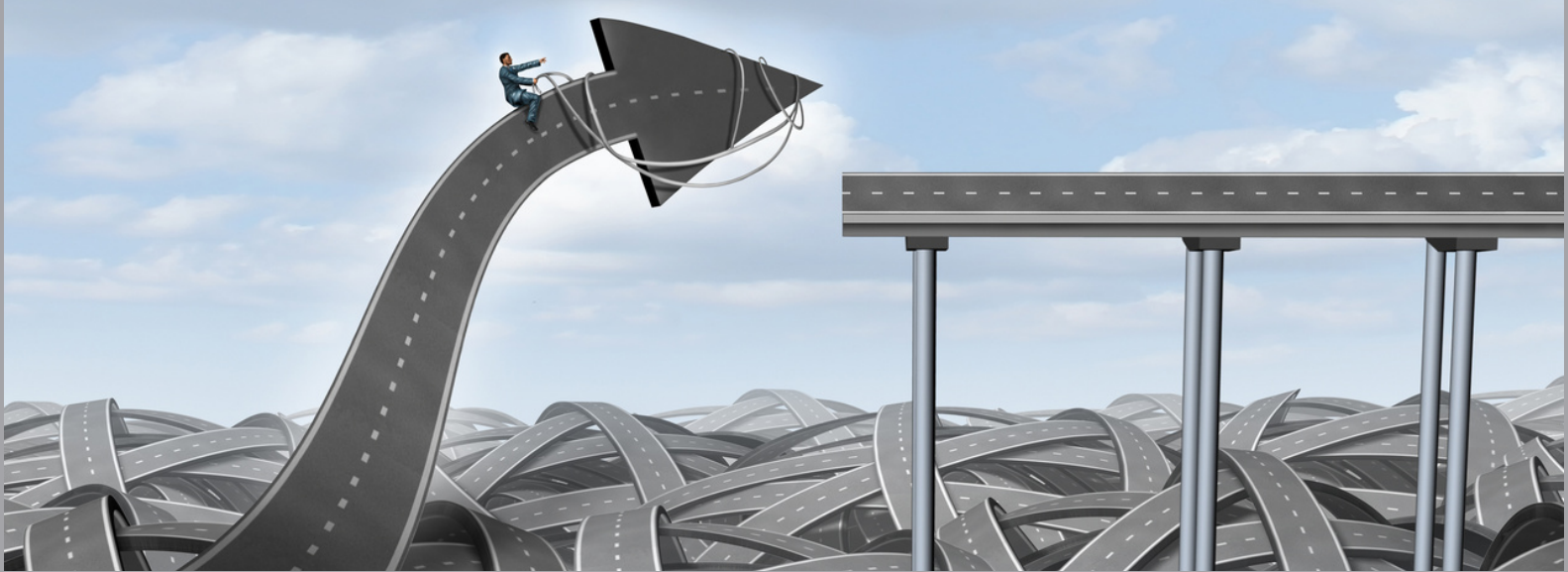
AS A SALES
MANAGER YOU
HAVE TO ASK
YOURSELF, IS MY
SALES PROCESS
DEFINED?

Your sales process is the foundation of everything you do, not just how your sales team functions.

As a sales manager you have to ask yourself, is my sales process defined?

It is very important to ensure your team is following an effective process cadence which takes into account the buyers journey and guides them through each step of the process as they navigate to each successive stage.





THE BUYERS JOURNEY

Let begin with a brief recap of the buyers journey. For any sales organization, activities and deliverables from the sales team must align with the initial needs of their audience to properly understand how to engage in a meaningful way that adds value at the right stage of the buying cycle.

Awareness: When your prospect is defining their problem, challenge or opportunity.

During the awareness stage it is critical that you take into account the needs of your audience, which you now have defined after developing an [understanding of your customers motivations](#).

Consideration: Evaluating the ways to solve the problem.

This is an opportunity to help educate your audience. Here you should be helping your prospect understand what technologies are available, how similar needs have been addressed in the past and provide evaluation tools to help guide them.

Decision: What are they basing their decision on?

Are they looking for the lowest price, a market leader or perhaps a service provide with the most experience. Here you can provide solutions based on what you learned so far, and by further understanding the motivation behind their decision making process.

Adoption: Prospect adopts you as a trusted advisor.

Support your newly adopted client after the sale by educating them on what to expect during the on boarding process and the post-sale deliverables.



AWARENESS

CONSIDERATION

DECISION

ADOPTION



STEPS OF YOUR SALES PROCESS

Define the steps of your process based on what the sales team need to do to help prospects move forward in their journey.

Start by laying out the buyers journey for your prospect, then define the areas where they cannot move forward without assistance from a salesperson. These will help to identify the steps in your sales process. Combined with internally requires steps, such as opportunity discovery or proposal development, you can lay out a structured path to drive sale team engagement.

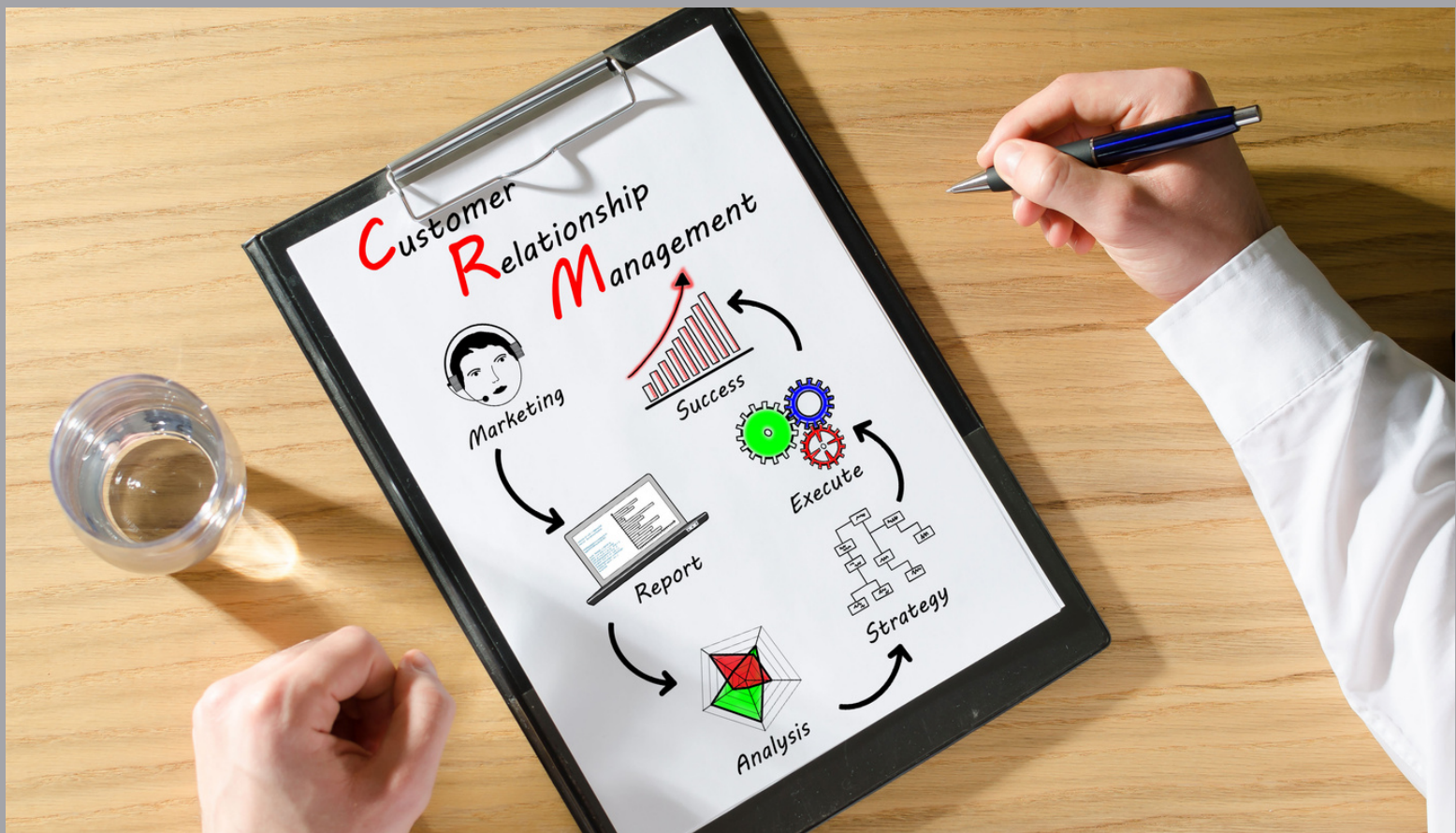
Next, develop clear agreed upon exit criteria that outline the things or information required that needs to happen to move the opportunity from stage to stage. It is important to note that this should align with the goals of your buyer, and not be centered around your informational needs alone.

Exit criteria can take on many forms. It can be defined by the amount of engagement needed to move to the next stage, certain information required from the prospect during discovery such as timing and value, or steps the sales person must do to move the prospect forward. For example, having a meeting scheduled and confirmed, the submission of a quote with initial feedback or the receipt of a purchase order. These are all indicators that an action has been completed within a given process stage.

To keep your process from becoming too over constrained or cumbersome, it is important to remember to only include actions you can control and steps that are required. Activities such as follow up for example may not be steps in the process. It is more likely that this is something needed to satisfy the exit criteria required to advance to the next stage.

Remember, the process should not end at the close of the sale. To facilitate buyer adoption, include activities such as hand off to program management or account management right through to product or service delivery follow up.





SYSTEMATIZE THE PROCESS

As Allan Dib wrote in his book, *The 1-page marketing plan*, "Products make you money, systems make you a fortune".

Once defined streamline these newly created [process steps into a CRM system](#). If you are currently using a CRM solution, audit your existing structure to see if it aligns with what you have outlined above. Be sure to develop around information based on fact which can be validated during pipeline review. For example, opportunity probability based on completed criteria and stage advancement toward closure versus the salespersons "Gut Feel" or revenue expectation based on quote activity combined with program EAU information obtained during opportunity discovery.

When looking to systemize your sales process, or enhance your current system, be sure to [choose the right enablement technology](#) that best fits your goals and objectives.

Kallan Sales Development works with manufacturing organizations to implement effective sales processes and scalable enablement solutions that promote team alignment to increase sales velocity that drive revenue generation. [Contact Us](#) today to discuss your sales development goals.