

SALES PROCESS VS. SALES METHODOLOGY



Defining Your Sales Methodology

Now that we have talked about defining and systematizing your sales process, the next step in our sales development journey is to create a sales playbook to enable your sales team. However, before we begin that discussion, let's first identify the difference between a sales process and a sales methodology.

Sales Process vs. Sales Methodology

While a sales process will provide specific steps and requirements for your sales team to guide your target through their buying journey, a sales methodology is a set of principles that will help define how your team approaches customers between each successive stage that will guide behavior and close deals.

There are many philosophies on the subject, and there is no one right solution for any business. It is dependent on the markets you operate in, the type of product or service offered and your organizational structure.

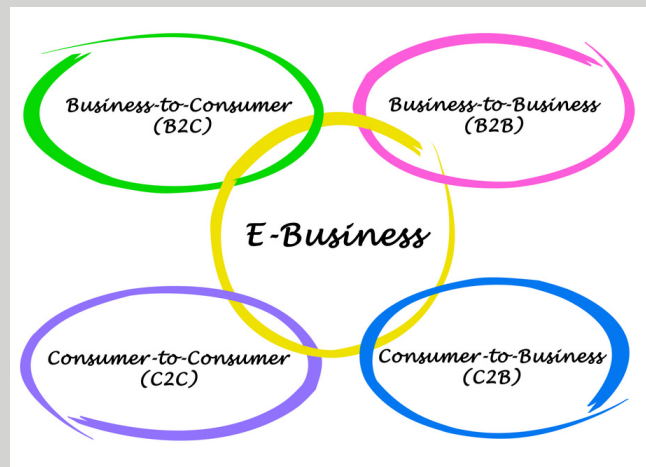
Commonly used methodologies such as Customer Centric Selling, In-Bound Sales or Account Based Selling are just a few of the many examples out there. Depending on the needs of your business, some methodologies can assist in creating a line of questioning that your team can use to uncover customer pain points, or how to handle common objections. While others can help promote desired outcomes such as content messaging that will attract more customers to engage your business or a systematic approach to ranking new opportunities to help your sales team know where to focus their time and efforts.

Do You Need a Sales Methodology?

A properly defined sales methodology will better align each stage of your sales process to ensure that each step is in sync and building continued value with each progression toward closure.

It will also create clarity for your sales strategy, streamline your on-boarding of new employees and set expectations which will provide a roadmap that will generate sales team success.

As a key part of your overall enablement strategy, your sales methodology will help drive the process, content, and technology that empowers teams to sell efficiently.



What's the Best Methodology for You?

Again, the best solution for you depends on your business, and should work in conjunction with your sales process. Some factors to consider:

- Is your product or service technical in nature?
- Is your sales process transactional?
- Do you have a long sales cycle with capital investment?
- How involved does your after sale relationship need to be?

When you are listening to your buyers, are they speaking as though they have an understanding of what their problems are or are they identifying the problems but do not know how to solve or determine what they need?

This is important to know because in one case when they have only identified the problems, a consultative question based sales method might be more appropriate. On the other hand, if they know why they are experiencing the problems they are having a solutions based selling method may be a better path.

There are many different approaches and each can be extremely effective if aligned with your organizational goals and objectives.

Implementing Your Sales Methodology

You may be now asking yourself, how do I implement a sales methodology? The truth is, you have already started with the steps that we have been guiding you through each week.

First, by [understanding your customers motivations](#) you have become aware of their needs and can align that with the sales methodology from above that best suits your business. Then, by [defining your sales process](#) and laying out each iterative step, you have now outlined the framework to implement your methodology around.

It is worth noting at this point, that while it is important to stick with methodologies that are in alignment at their core, you should focus on each stage to adopt the one that fits the best to your goals and objectives.

For example, you may use an in-bound strategy in your early stage marketing efforts to draw in your audience followed by a more consultative approach as you work through opportunity identification once your sales team has secured a meeting.

Next Steps

Lastly, develop your on-boarding strategy to train and manage your team as part of your playbook framework. This will help your sales reps learn what they need to know, what they need to do, and what they need to say as well as the content they need to show at the appropriate stage of your sales process.

Be sure to check out our upcoming article on playbook development.



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