



STRATEGIC 5-STEP SALES PROCESS - SAMPLE

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When interviewing for a sales position, have you ever been asked, “Run me through your sales process”, or, “What makes you successful in sales?” These are two commonly asked questions because employers want to know HOW you go about making a sale.

Unfortunately, many of the people we interview respond with answers like; “I’m a relationship seller. I’m really good at establishing relationships with my customers. People buy from me because they like me. I’m a really likable guy/gal.” OR, another weak answer might sound like; “There are a lot of competitors in my industry, so our sales really come down to price. If I can offer a competitive price, then I win the business every time”. If this sounds like you, then don’t be surprised if interviewers ‘check out’ after answers like these, trying to end your meeting as soon as possible.

If you want to be successful in sales, then you need to become the master of your craft. Your ability to develop new and existing business should go beyond dropping off coffees or hockey tickets to a prospective customer. If your employer has never put you through structured sales training, then take the initiative and enroll in some sales courses. Some well-known courses include Miller Heiman, Achieve Global, SPIN selling, or PSS. You can also join associations like the Canadian Professional Sales Association (CPSA) (and take certified training through them) or start by reading some reputable sales books like Rackham’s ‘SPIN Selling’ or Tracy’s ‘The Psychology of Selling’.

You may be thinking, “Ok, I’ll get on that ... but I have years of sales experience and I need a job right NOW. My interview is in two days!” Have no fear; we’re here to provide you with a temporary solution to help you get through that interview this week.

When your interviewer poses the question; “What makes you successful in your current sales role?” Your response can include this 5-step sales process:

Step 1. Qualify the Prospect and Understand their Business

- Identify key decision makers, set call objectives, establish trust and build rapport
- Understand the prospect’s business to develop your strategy.
- Qualify the prospect in light of the project. Right now, is this a GO or a NO GO?
- Research their critical processes; how are they currently doing things and what are their future plans?
- Identify potential competitors. Conduct competitor analysis with unique and distinctive selling points.
- Identify potential objections and strategies in advance to neutralize or respond.
- Identify potential for other products/services to be added on.



Step 2. Conduct Needs Assessment and Cost/Benefit Analysis

- If you want to sell to the prospect's needs, then you have to first understand what those needs are by asking a lot of questions.
- Quantify what it costs the prospect financially and subjectively NOT to have the benefits of your unique/distinct products/services. Know the financial and subjective consequences of not solving the problem.
- Interview key decision makers. List those decision makers' criteria and the benefits when that criterion is met.

Step 3. Identify Logistics To Advance The Sale

- Advise and get agreement on next steps to advance the sale.
- Outline feedback loops, milestones, and measurements and follow up process.
- Determine ideal starting dates to meet target dates. Determine product/service availability.
- Resolve any questions or issues that developed from the pre-approval process. Obtain any internal (your company) approvals as needed.

Step 4. Present The Value Proposition

- Prepare and submit a proposal that directly addresses the "criteria" set. Conduct criteria driven presentation.
- Get the prospect to affirm your ability to meet their criteria and ask for the close.
- Final negotiations conclude. Final approval on project budget received.
- Contract/agreement signed, letter of confirmation sent.

Step 5. Implement the Account Management and Recycling Process

- Account management – implement follow up activities.
- Obtain repeat business, testimonials, references and referrals.

Now, apply this process to your past sales experiences. Enrolling in a formal sales training course will go into much greater depth; but hopefully this will get you started.

Good luck!

WHERE GREAT SALES TEAMS BEGIN

The Allemano Group is an executive sales recruiting company that specializes in the recruitment and placement of Industrial and Business-to-Business sales professionals. Sales teams are the most critical component of every organization, and hiring great salespeople is challenging. We help companies save time and money by finding the right sales talent quickly.



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