



Bill Gluth, Develop Your Vision
Creative Business Strategy Training

Understanding the Sales Process

by **Bill Gluth, Develop Your Vision**

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Of all the things you have to learn to run a small business; Sales Process is perhaps the most widely misunderstood.

Some see it as how sales are made. Others ignore it completely. Here you will learn to understand Sales Process as a simple 3-Step system.

Each step of the Sales Process supports the next. Every time your sales process succeeds, you have a new client with broad potential for more business and referrals.

The 3 Steps of the Sales Process Are:

Step 1. Customer identification, outreach and attraction (*Marketing*).

You will need to: research, identify wants of your audience, formulate a niche you can fill, outreach to this targeted group in compelling ways and attract them to your offering.

This strategy must be developed by business principals. Marketing has done its job when a new prospect is attracted into Step 2: your sales system.

Step 2. Converting marketing attraction into money (*the sales system*).

Sales main job is to convert attraction gained in marketing into dollars.

Keeping track of how many "attractions" it takes to make a sale will give you your "closing ratio". This provides data on how extensive your marketing program must be.

The days of "Qualify, Present and Close" selling methods are gone. You and your sales people must be up to date on the latest *consultative* selling methods. If they (or you) are not, get training immediately.

Step 3. Customer retention, backend selling and referrals. (*Customer Relationship Management or CRM*) This is where sales and marketing meet. The goal of step 3 is to initiate a consistent follow up strategy that engages your buyer on a regular basis.

Customer retention programs should be designed to:

- * **Ensure your clients are happy** with the product or service they just purchased.
- * **Sell more** to existing clients.
- * **Gain trust** to receive quality referrals consistently.

Of all the marketing secrets, follow up is the one most often missed.

We are so busy looking for new business; we miss the “*low hanging fruit*” easily picked from our existing client base.

Follow up is a plan that must be developed by the business principals. The strategy is then acted on by well trained sales team members, using predefined tactics and a consistent narrative.

If sales and marketing fall on your shoulders alone, having a consistent strategy to follow eliminates guess work and gaps that can cost you important revenue.

Take this ACTION

1. Refer to your marketing plan Your plan should have your marketing goal, marketing targets, Unique Selling Proposition, marketing tactics and a compelling “story” to use in attracting prospects. If your marketing program is weak or non-existent email me at marketinghelp@developyourvision.com for a few ideas on how to get started.

2. Honestly assess your sales team strengths and weaknesses. If you’re the sole sales team member, evaluate your sales skills and selling system. The goal of the sales system is to have a plan to follow to consistently turning marketing attraction into revenue.

If you need help, get it quickly. A poor to no sales system is costing you significant money every month. Email me at saleshelp@developyourvision.com to learn how to overcome your sales strengths and weaknesses.

3. Have a well developed follow up strategy in place.

Remember who to follow up with:

1st Your clients. After every sale and then all the time, regularly, without fail.

2nd Everyone who has expressed interest in our business. Monthly at minimum.

3rd New people who could benefit from our products or services.

If you don’t have a follow up strategy, develop one immediately.

A solid sales process that incorporates Marketing, a Sales System and a Customer Retention/Follow up and Referral plan can make an 80% to 100% revenue difference in your business. It’s **THAT** important.

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Bill Gluth is a Human Touch Marketing expert, professional speaker, trainer and consultant. He is the first to specialize in teaching small business owners how to be unique in a commodity driven world.

Since 2001, Bill has taught small business owners that to be really great in business first they have to first learn how to tap into the awesome power of their true and authentic talent to stand out from the crowd.

From there they have to control just three things: time, methods and mindset to consistently turn goals into accomplishments.

To find out more about Bill Gluth, Develop Your Vision, visit his website at <http://www.developyourvision.com> or his Blog at <http://www.billgluth.com>.

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