Sales / Event Staff

Sales Process and Stages

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Sales Stage	**Process**	**IF** **Successful**
STAGE 1 **(initial call/s)**	**Initial Communication to find contact name**	**GOTO** **STAGE 2**
	2nd attempt to find contact name or make contact	
	3rd attempt to find contact name or make contact	
	4th attempt to find contact name or make contact	
	5th attempt to find contact name or make contact	
	6th attempt to find contact name or make contact	
	7th attempt to find contact name or make contact	
	8th attempt to find contact name or make contact	

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Â	Â	Follow Up Activ	
Sales Stage	**Process**	**IF** **Unavailable**	**IF** **Successful** Â
STAGE 2 **(2-3 days cycle)**	**Introduce Show â€“ Promote/Market Events Follow Marketing Script** **(Main Presentation)**	Follow up CALL event 2-3 days AFTER 5 attempts Schedule Activity Manager of Events/Sales Team to follow up with client	May need to resend in Follow up Call 2-3 days **Â** **GOTO STAGE 3** Â

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Â	Â	Follow Up Activitie		
Sales Stage	**Process**	**IF** **Unavailable**	**IF** **Successful** Â	
STAGE 3 **(1-2 days cycle)**	**Negotiate and assess interest based on info received and previous**	Follow up CALL 1-2 days	Negotiate Show Tour Date/Time	

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	conversations	AFTER 5 attempts Schedule Activity for Director / Manager to follow up with client	Location/Price Allow between 1-2 days if a customer has shown interest in booking but is undecided. **CONFIRM DATE/TIME/EVENT** **Schedule Activity Series for EVENT**

Attached files:

- Sales Process & Stages for Campaign Tele-Marketing.pdf

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