

Sales Process and Stages

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

Â Sales Stage	Â Process	IF Unavailable	IF Successful
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 GOTO STAGE 3

Â Sales Stage	Â Process	IF Unavailable	IF Successful
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

	conversations	AFTER 5 attempts Schedule Activity for Director / Manager to follow up with client	<p style="text-align: center;">Location/Price</p> <p style="text-align: center;">Allow between 1-2 days if a customer has shown interest in booking but is undecided.</p> <p style="text-align: center;">CONFIRM DATE/TIME/EVENT</p> <p style="text-align: center;">Schedule Activity Series for EVENT</p>
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