



CLOSING SALES FASTER THROUGH A STRUCTURED SALES PROCESS

Sales can be a challenging and daunting process, especially for aspiring or budding entrepreneurs. However, by approaching sales in a structured manner, you can quickly become more comfortable and confident when articulating your business' value to potential clients.

WHAT IS A VALUE PROPOSITION

- It answers the question “Why should someone do business with you?”
- It is the reason customers turn to one company over another
- Example (from [Corporate Visions](#))
 - [Product] is a [description] that [what it does] for [target audience] who need to [do something/solve a problem]. Unlike [alternative], it [differentiator].
- Check these resources for more information
 - [Value Proposition - Investopedia](#)
 - [Value Proposition Canvas - Strategyzer](#)
 - [Clayton Christensen – Milkshake](#)

WHERE TO FIND CLIENTS

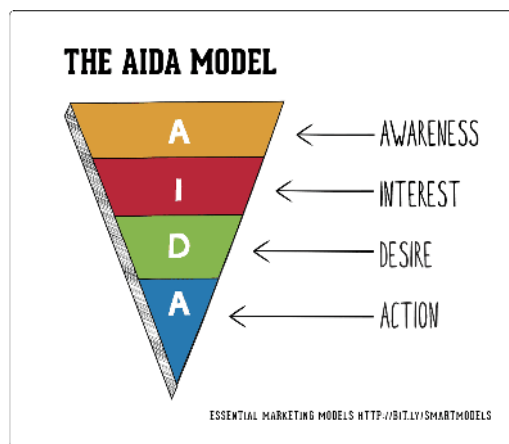
- Referrals/word of mouth
- Networking
- Social media
- Website visitors/newsletter subscribers

- Industry events/seminars/conferences/meetings that your prospect would attend
- Purchased lists/databases/directories
- Direct mail brochures
- Cold calling

SALES FUNNEL

Sales funnel is the stages your prospective customer moves through that result in a conversion/sale.

- Example (Source: [Smart Insights](#))



- Think of the activities you do for each stage and refine the process as you go

HANDLING OBJECTIONS

Prepare a document of the most common objections a potential client might express.

- Think about what they are really saying/wanting to know
- Prepare relevant counterarguments
- Examples
 - “I don’t need this product/service.”
 - “It’s not a suitable time.”
 - “I cannot afford this.”

- “I already work with another supplier.”
- “I’m not the decision-maker.”

SALES-RELATED METRICS

Here are some of the sales-related metrics you should track (and adjust your strategy based on the results):

- Total sales
- Sales by lead source (conference vs print ads, for example)
- New vs returning customers
- Sales per period

Our business coaches can work with you on developing your sales strategy to increase revenues. Visit yesmontreal.ca to find out how to make your first appointment.

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