

## CHECKLIST: SALES PROCESS

### PREPARATION

- Product Knowledge
- Research Customer Industry

1

### PROSPECTING

- Generate lead
- Research lead

2

### QUALIFICATION

- Make Contact
- Check Readiness to Buy

3

### PRESENTATION

- Schedule a Call
- Address Objections

4

### CLOSING

- Negotiate Terms
- Draw Up Contract

5

### FOLLOW-UP

- Touch Base by Phone
- Subscribe to Email Newsletter

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