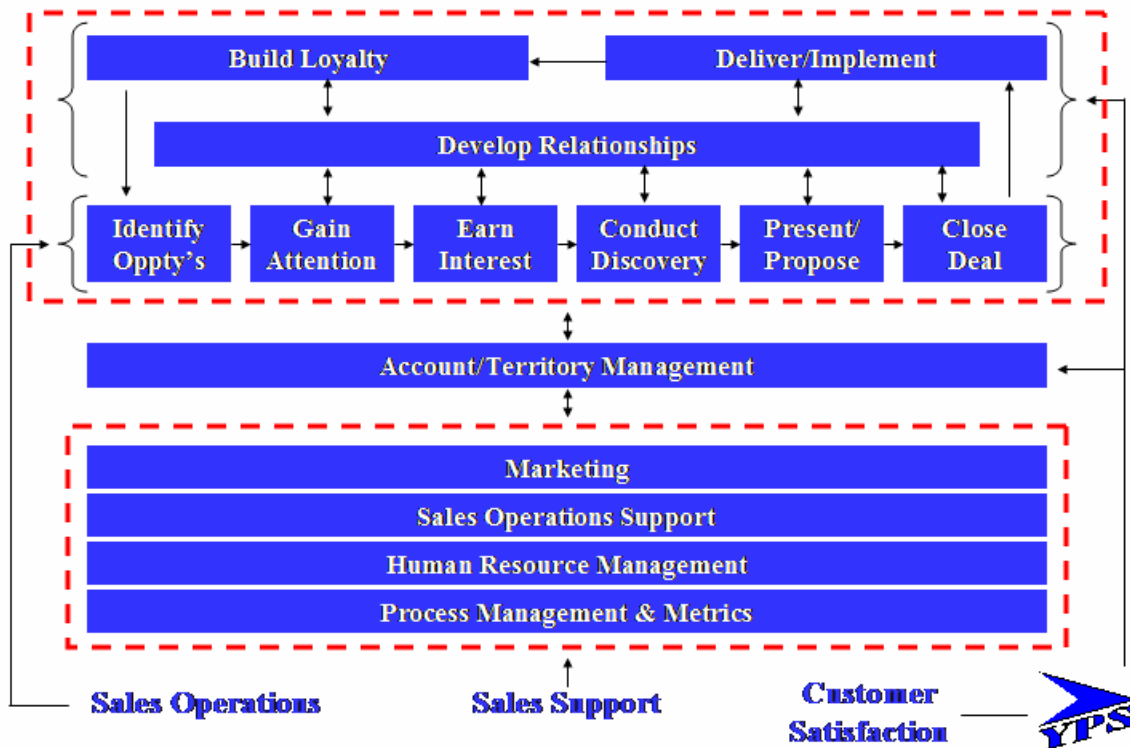




The Methodical Sales Process

The YPS Methodical Sales Process (MSP) is a well-organized, intuitive, logical framework that serves as a “stake-in-the-ground-starting-point” for a Sales Process Engineering (SPE) project. This architecture includes fourteen sales sub-processes that are grouped into three main categories... *Sales Operations*, the starting point and “guts” of the whole selling process; *Customer Relationships*, concerned with efficiently and effectively maintaining/enhancing the satisfaction of your current customer base and building credibility with prospects; and *Sales Support*, the activities performed by non-direct-sales personnel such as technical support, administrative support, staff and management to make the sales operation as productive as possible.

Methodical Sales Process



As your Sales Best Practices are identified, they will be classified into one of the above categories. Over time, as practices are refined into process, the *YPS* MSP will evolve into *your own customized* MSP. Sub-processes will be added, deleted and modified to reflect the changing requirements of your marketplace. Instead of starting your continuous sales process improvement journey from scratch, jump-start it by building from this existing infrastructure.

Sales Operations

- ❖ **Identify Opportunities**
 - To whom might I sell my products/services? How do I determine which are best prospects?
 - Completion Criteria: Opportunity can be generally described and contact information for the likely decision-maker has been obtained
- ❖ **Gain Attention**
 - How do I get the decision-maker to recognize that my firm might have useful products/services?
 - Completion Criteria: Face-to-face call with the decision-maker has been scheduled
- ❖ **Establish Interest**
 - How do I get the prospect engaged in a decision process regarding my products/services?
 - Completion Criteria: Decision-maker has committed resources to investigate the opportunity
- ❖ **Conduct Discovery**
 - How do I work with the prospect to clearly define requirements and issues, customize and justify use of my products/services and begin to get his/her buy-in?
 - Completion Criteria: All information required to write a compelling proposal has been obtained
- ❖ **Present/Propose**
 - How do I package my complete value proposition for delivery to the prospect?
 - Completion Criteria: Proposal has been submitted and if appropriate, reviewed with the decision-maker
- ❖ **Close**
 - How do I reach final commitment?
 - Completion Criteria: Purchase order has been obtained

Customer Relationships

- ❖ **Deliver/Implement**
 - How do I assure that my products/services are properly delivered and/or installed by the customer?
 - Completion Criteria: Customer decision-maker has agreed that expectations have been met
- ❖ **Build Loyalty**
 - How do I ensure continued customer satisfaction?
 - Completion Criteria: Never!
- ❖ **Develop Relationships**
 - How do I continuously establish and enhance the trust and confidence my prospects and customers have in my company and me?
 - Completion Criteria: Never!
- ❖ **Account & Territory Management** - What are all the things I must do to ensure that my customers', my own and my company's time and resources are productively and optimally used?

Sales Support

❖ Marketing

- What are the characteristics and requirements of the key customer segments?
- How do I identify specific prospects within each of those key customer segments?
- How do I communicate our value to each of those key customer segments & prospects?

❖ Sales Operations Support

- What must the sales, technical and administrative support staffs and management do to help the sales reps?
- What sales tools are needed?

❖ Human Resources - How do I recruit, hire, train, motivate, compensate and retain sales and sales support personnel?

❖ Process Management & Metrics

- What is our sales process and how do we document and communicate it?
- What are the standards of performance for each key sales activity?
- How do I measure and report on these activities to determine if performance for each key activity is improving, declining or stable on an individual and organization-wide basis?
- How do I ensure that an appropriate remedial action plan is in place for each individual?
- How do I modify the sales process to address sub-par performance and ensure continuous improvement?