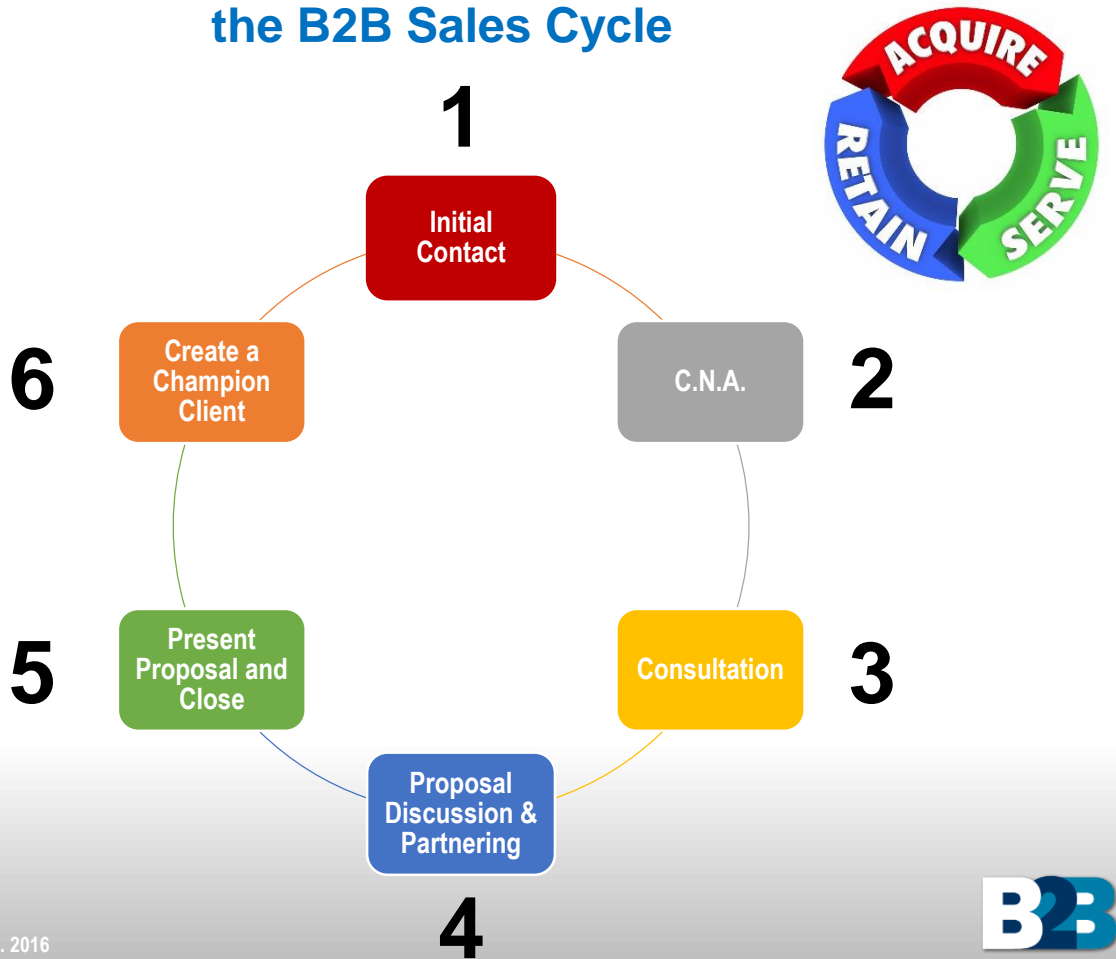


# How to Master the Six Steps of the B2B Sales Cycle



# What The Top Salespeople Do

## Step #1 – Initial Contact via Prospecting

- Create a new business engagement strategy
- Schedule cold-calling as an appointment in the weekly calendar and don't move it – even for clients!
- Develop a communication flow chart to counter all objections to agreeing to a C.N.A.
- Consistently prospect – not panic prospect due to attrition
- Practice incredible self-discipline

## Step #2 – The Customer Needs Analysis (CNA)

- SHUT UP and LISTEN! Never interrupt, take notes and ask great questions
- Don't rush the C.N.A.
- Stop selling and never use closing techniques
- Build rapport, confidence and trust
- Find the pain, unrealized expectation or missed opportunities

## Step #3 – Consultation

- Encourage more influencers with product knowledge to attend and share feelings
- May bring specific support internally
- Understand the power of team consensus in the decision-making process

## Step #4 – Proposal Discussion and Partnering

- They don't skip this step
- Realize that this client has invested time, energy and other people in this process. *Who walks away from that?*
- Fully understands that no buyer likes surprises in a proposal

## Step #5 – Present Proposal and Close

- Understand that while a sale has been made, we now move to the next phase of the relationship
- Thank the buyer for investing the time and effort in collectively working together

## Step #6 – Create a Champion Client

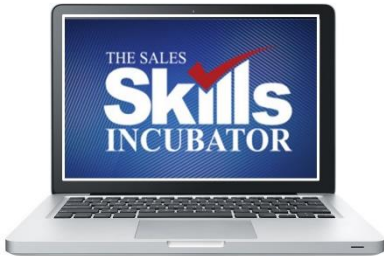
- Consistently follow up by phone, email and F2F
- Provide levels of service unsurpassed by competitors
- Constantly ask for feedback, Build testimonial marketing opportunities, Ask for referrals



# Our Resources

## Group, Individual and Online Sales Training

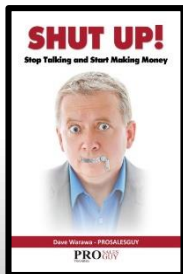
- Customized to your Company's client sales cycle
- Training on-site, via web-conferencing and online programs.



## The Sales Skills Incubator

- 3 hour Online Sales Training Course
- The Five Success Skills with specific examples
- The 4 Cs of Learning New Sales Techniques
- The Top 10 Mistakes Salespeople Make
- The 10 Attributes of Sales Superstars
- A comprehensive workbook for practical application!

Regularly \$399 – the SME price is \$275 including tax using the discount code sme2016.  
Code is valid for purchases until October 31, 2016



## Shut Up! Stop Talking and Start Making Money

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## Contact Us

Dave Warawa  
dave@prosalesguy.ca  
www.prosalesguy.ca  
250-339-3355

