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The DIY Guide to Sales Process Mapping

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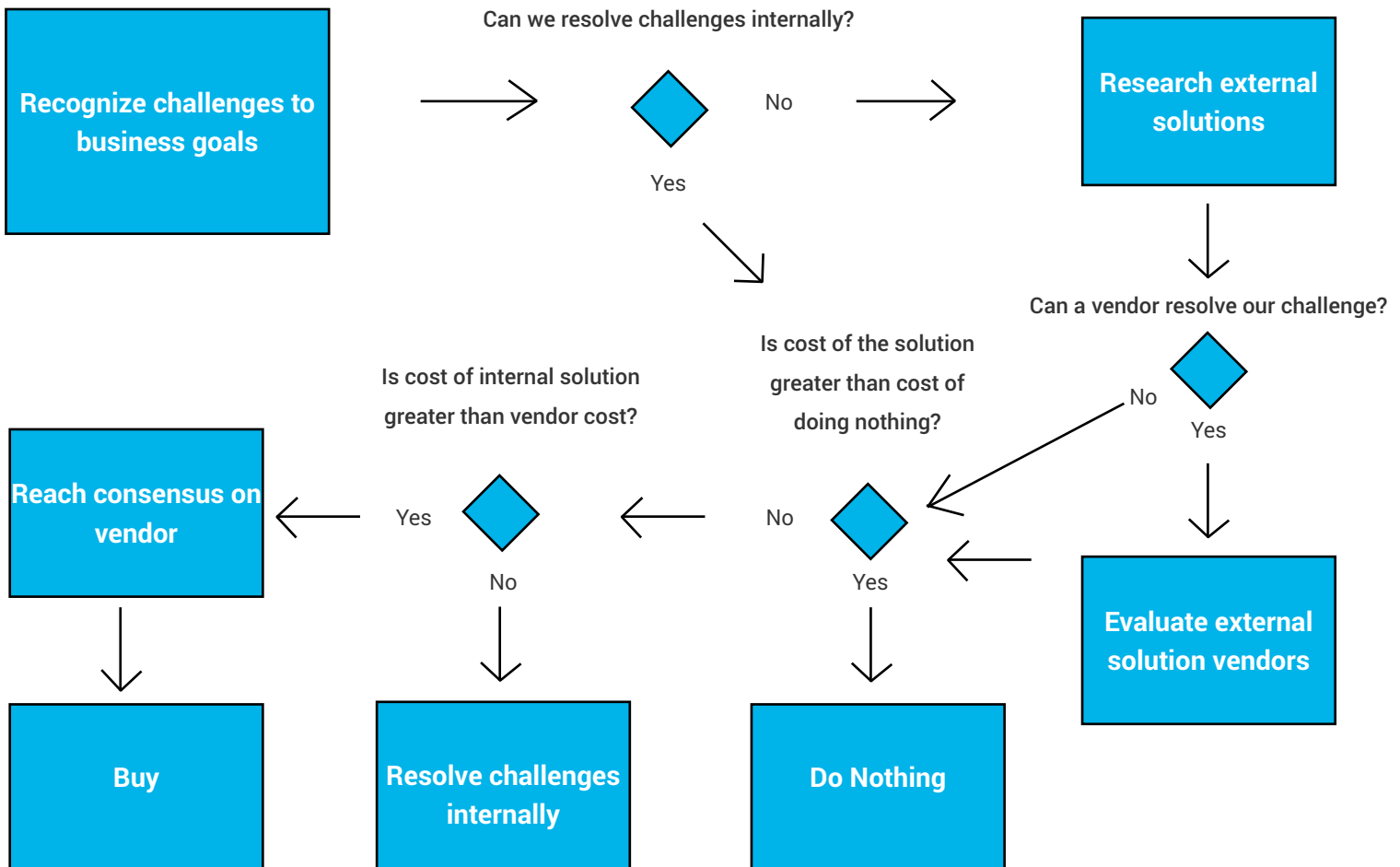
Introduction

At its core, sales is very simple: find people who have a problem your product can solve, and convince them your solution is their best bet to solve it. The hard part is doing that on a large scale. The key to long term success in sales is to **create a sales map a whole team can follow**. The map must focus on that core goal of sales – resolving customer pain points. This 3 step guide helps achieve that goal **by matching the sales and buying processes**. Follow these steps, and reap the rewards of a buyer-focused sales process!

Step 1: Understand How Your Buyers Buy

To create an effective sales process, you need to develop in-depth knowledge of who your ideal customers are, why they buy your product, and how they execute the buying process. To do that, step into their shoes and map out their decision making process. It always starts with the business goals they hope to achieve.

Example of a Prospect's Decision-Making Process



Step 2: Ask the Right Questions

Buyers don't care about your sales process. They have their own criteria for evaluating and purchasing products. Successful sales teams match their process to that criteria. Ask these questions to understand how your buyers purchase your product – the answers are the foundation of an effective sales process.

1

Why do customers buy our product? What other options do they have?

2

What types of companies buy our product (industry, size, etc.)?

3

Who are the stakeholders in the buying process?

4

When and why do prospects engage our sales team?

5

What milestones do buyers check off as they evaluate the product?

6

What do prospects get out of each call with our sales reps? Why do they stay engaged?

Step 3: Match the Sales and Buying Processes

Once your sales team is fully versed on what motivates customers to purchase your product, you should turn your focus inwards and ask what you can do to facilitate a buying decision. Dissect your sales cycle and separate it into stages that match each step of the buying process. Replace the stages in the funnel below to match the levers your team can pull with the steps your prospects take as they move closer to a purchase.

Example of a Matched Buyer/Sales Process:

Your sales funnel consists of actions your reps take to help buyers progress their decision making process. Each stage must have well-defined exit criteria to demarcate a decision-point for your prospects. The process is most effective if its focus is on satisfying client requirements, not on selling.

<u>Buying Process</u>		<u>Sales Process</u>
Recognize problem	-Stage 1-	Create web presence
Begin learning online	-Stage 2-	Follow-up on leads
Trial vendors	-Stage 3-	Evaluate/ensure fit
Finalize decision	-Stage 4-	Resolve concerns
Buy and implement	-Stage 5-	Close and support

Buying Process

How does your team solve customer pain?

Sales Process

