

# Sales Process Cheat Sheet

	Planning	Opportunity Qualification	Opportunity Strategy	Executive Sponsorship	Solution Development	Solution Confirmation	Close
		10%	25%	40%	60%	75%	100%
DESCRIPTION	<p>The rep collaboratively develops the plan with manager to include analysis, strategies, and tactics to exceed the sales quota, whether a set of named accounts or a geographic territory.</p> <p>The sales plan is reviewed and updated quarterly with their manager</p>	<p>SDR hands-off a lead to rep through a phone call with the prospect; create Accepted Opportunity.</p> <p>The rep works with the coach and manager to identify opportunities for targeted accounts and with customer contacts to identify new needs and opportunities.</p>	<p>[internal Step]</p> <p>The rep works with the greater team (Coach, Manager, Team Lead, SE, etc.) to define a strategy and approach needed to accelerate the opportunity forward. A clearly defined strategy is created and populated in the CRM</p> <p>The Opportunity Plan Sheet is reviewed and updated weekly/ monthly with sales manager.</p>	<p>The rep works with the internal champion to identify the Economic Buying Influence (EBI), to whom the rep then conducts a needs audit and presents the solution.</p> <p>An EBI optimally:                      -owns the business problems, buying process, budget, and final approval.                      -Will influence other decision-makers with recommendations and proposals.</p>	<p>The team conduct a series of meetings to understand and qualify the prospect's business objectives, the solution requirements, and the decision-making process.</p> <p>A solution is developed along with a compelling business case for implementing the solution. Rep presents prospects with 'good, better, best' options, builds and sends proposal with prospect's top choice.</p>	<p>The recommended solution and proposal are validated and refined during a series of meetings at the technical level, the business level, and with the EBI.</p> <p>If required, demonstrations and customer reference contacts are conducted. Contract is sent, reviewed and mutually agreed upon.</p>	<p>The rep coordinates activity between his/her company, the prospect's legal, financial, and procurements departments to ensure progresses is achieved as agreed.</p> <p>Pricing and payment terms are confirmed, and the customer signs the final contract and issues purchase orders.</p>
OUTCOMES	<p>Detailed sales plan created by rep. Manager signs off on plan. CRM is updated.</p>	<p>Rep validates the prospect value and proposed solution. Business review and presentation delivered to and understood by prospect.</p> <p>Rep emails summary of phone call to prospect</p> <p>CRM is updated.</p>	<p>The team agrees to strategy and responsibilities for moving the opportunity forward.</p> <p>Manager agrees that this is in fact a validated strategy.</p> <p>The team represents: mgr., executives, legal, SE, implementation team, consulting, sales coach, sales ops (especially for enterprise deals)</p> <p>CRM is updated</p>	<p>EBI validates need for and understands the solution.</p> <p>A budget is approved</p> <p>A timeline to close is determined.</p> <p>Schedule a time for solution presentation</p> <p>Additional Business Reviews and Presentations (as needed)</p> <p>CRM is updated</p>	<p>Product trial begins (if needed)</p> <p>Decision-making process understood.</p> <p>Legal approach &amp; terms.</p> <p>Prospect Legal/Financial processes understood</p> <p>ROI defined &amp; verified</p> <p>CRM is updated</p>	<p>Trial of product is validated.</p> <p>Legal team reviews contract and makes adjustments if required.</p> <p>Schedule Kick-Off Call and implementation date.</p> <p>CRM is updated.</p>	<p>Prospect reviews and signs the contract.</p> <p>All success criteria are met.</p> <p>Sales rep schedules follow-up with client throughout first 90 days (all opt-out contracts need weekly attention).</p> <p>CRM is updated.</p>
MILESTONES		<p>Prospect's internal champion validates approach and agrees to next steps.</p> <p>Prospect &amp; internal team set date for next meeting.</p>		<p>EBI organizes internal support, invites other DMs to individual business process reviews.</p> <p>All DMs agree to a time for a Solution Presentation.</p>	<p>ROI Confirmed</p> <p>EBI and DMs agree on proposal.</p> <p>EBI and DMs agree on a specific time for a Solution Confirmation</p>	<p>Trial success criteria are met.</p> <p>Proposal Q &amp; A</p> <p>Prospect gives verbal agreement</p> <p>Agree to Kick-off Call</p> <p>Prospect identifies implementation success metrics/criteria</p>	<p>Both legal teams approve</p> <p>Contract signed</p> <p>PO issued</p>
		PIPELINE		UPSIDE	EXPECTED	COMMITTED	WON/LOST

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