

# The Sales Cycle



# Prospect

- Searching and Identifying of Accounts



# Qualify

- Willing and Able?
- Find and Create a Need.



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# Demonstrate

- “The Pitch”
- Show, Teach
- Quantify, Evaluate



# Close

- Trial Close
- Overcome Objections



# The Sales Cycle

Success Starts Here!  
Pay Yourself first!

## Prospect

**Searching and Identifying**  
Accounts  
(Phone Blitz, Fax Blitz, E-mail, Cold Calls, Warm Calls, Fliers, Website)

## Close

Ask for the business.  
Project Confidence. Begin Prospecting again by immediately asking for five referrals.

**Passion  
Drives the  
Cycle**

## Qualify

Are they:  
**WILLING & ABLE?**  
**FIND/CREATE A NEED**  
(Interviews, Analyze)

## **Analyze**

**What Do I  
PITCH them?**

- Low fee's
- Easy close
- competence
- availability
- WIFM

## Demonstrate

**Power Point, Grease Board, Impromptu Sales**

-Pitch 2 solutions for needs determined and ask for desired direction.

