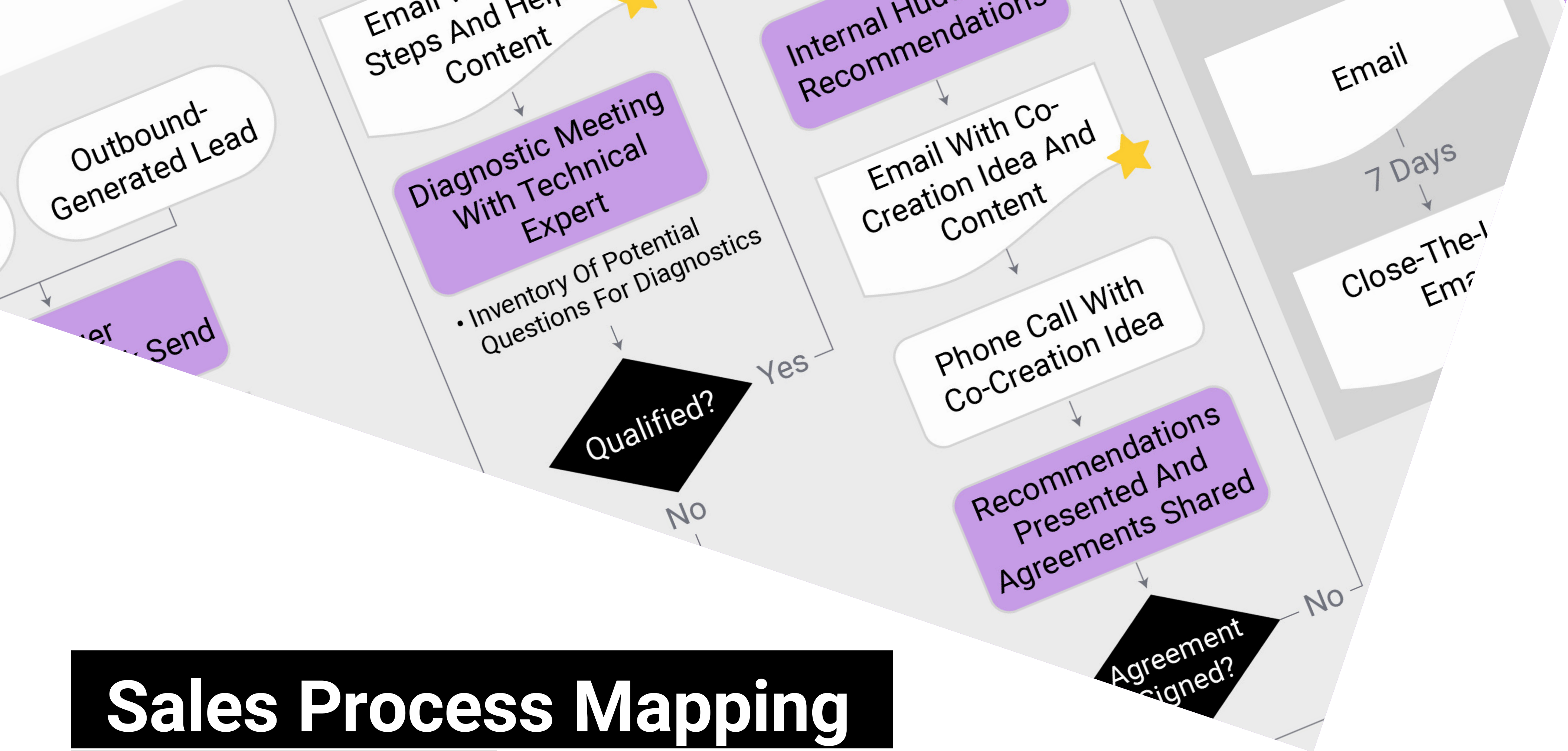


Sales Process Mapping Framework

Mapping and ultimately redesigning a sales process has two main goals. First, to qualify quickly so that your sales team spends the most time with the best prospects. Next, to create an experience that helps prospects feel safe. Qualifying them and getting them to feel safe will help you close more customers more frequently and close them faster.

No one buys anything unless they have acute pain. Sales can poke at pain and help prospects identify pain, but sales rarely controls the acuteness of that pain. Identifying how acute a prospect's pain is should be a key goal of a highly efficient sales process.

People make purchase decisions emotionally first and then rationalize those decisions. Creating a remarkable sales process that helps prospects feel safe with your salespeople, your company and your products/services will help them move through that process faster.

Here are the steps you need to consider when building a remarkable and highly efficient sales process.

SQUARE 2

1. Consider The Source

Are they coming to you via an inbound lead, or are you calling them and getting them to agree to start the process with you? Either way the process should be the same, but the prospect's context will be different. If they seek you out, they are already engaged. If you seek them out, you'll have to get them engaged.

2. The Discovery Call

This is the first call, and it's the most important. Typically, the call shouldn't last more than 45 minutes, and 30 minutes would be optimal. This call has two purposes – to qualify and to deliver value for the prospect.

QUALIFICATION:

You'll need a scoring methodology. BANT and Pain, Power, Fit are two ways to numerically score how qualified a prospect is at this point. Your goal in this call is to actually disqualify anyone who isn't a good fit. You want to get to no early, not late. You only want to spend time with highly qualified prospects.

DELIVER VALUE:

To get people to schedule these discovery calls, you'll have to offer more than a free quote or free consultation. You should be offering to do something for them. Your reps need to deliver this value in this call, too.

3. Content And Touch Points

All through your sales process you should be looking for remarkable ways to tell your story and connect emotionally with the prospect. Sending them content is one excellent way to do this.

For example, we send every qualified prospect a copy of our book, *Smash The Funnel*. We also send prospects a box with a small jar of marshmallow fluff, a pre-signed non-disclosure agreement (NDA) and a small brochure that explains the fluff. This tells our story and helps us stand out.

Find a way to do something similar. Make sure your sales team has the content they need to deliver it in context all through the sales process. No emails should be sent without some supporting content.

4. The Diagnostic Call

This is the second call. These typically last for 60 to 90 minutes and include more than one team member. The main purpose of this call is to get as much information from the prospect as possible. Ask as many relevant questions as you can. You'll need this information to personalize your recommendations. Plus, asking questions makes people feel comfortable. The more questions you ask, the better and safer they feel. Continue to qualify with your scoring model.

5. Between The Diagnostic Call

While your team works on recommendations, stay in touch with the prospect. Make sure you have the right number of touches, which should include additional content and information to tell your story.

6. Creating The Recommendations

These touch points must include short emails or phone calls to discuss the possible recommendations. Get their buy-in, share the investment numbers, talk about some of your ideas and make sure they are on board. This prevents you from surprising anyone and includes them in the creation of their own program recommendations.

7. The Recommendations Session

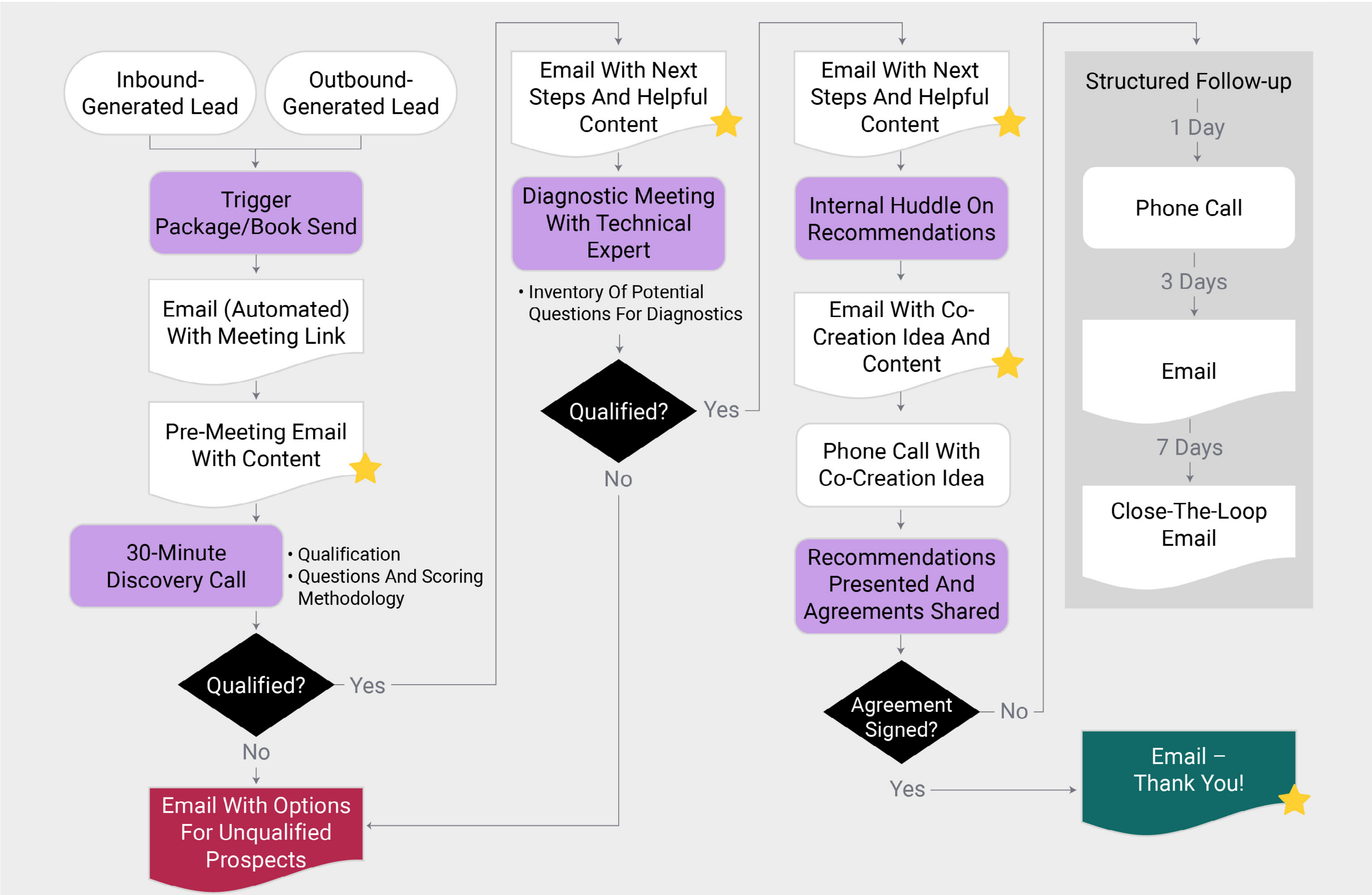
This final meeting includes you presenting your recommendations. Never send recommendations without first walking your prospect through the details.

Make this 95% about your prospect and just 5% about your company.

Focus on how you will help them, what they can expect and the business outcomes you'll deliver.

Since they were involved in creating the recommendations, they should *not* be surprised by anything. Make sure to talk about next steps, and don't be shy to ask for feedback during this session. Ask them, "Did we make it clear why we're the best choice for you to move forward? If not, what did we miss?"

Sales Process Mapping Framework



★ *Denotes Referral Program Opportunity*

SQUARE 2

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SQUARE 2

Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution.

More specifically, we help our clients with strategy, tactics, analytics and technology to build revenue generation machines that produce month-over-month revenue growth in a scalable, predictable and repeatable way, so their businesses grow.

We use our Cyclonic Buyer Journey™ model to help clients map their prospects' buyer journeys to the right marketing, sales and customer service tactics. We use our AI-powered recommendation engine software called MAXG to drive a more scientific set of recommendations for our clients.

Also, we are the ONLY agency to provide clients a dedicated team where one client team works on only one client at any time. This allows us to deliver six months of work in just 30 days and accelerate results for our clients from months to weeks or even days.

Square 2 provides clients a senior team with an average experience of over 10 years, and we choose (yes, choose) to only work with a handful of clients at a time. This enables us to dig in and provide our clients a more intimate and efficient experience with our team.

Our mantra – we want you to #LOVEYOURAGENCY. To learn more, visit www.square2marketing.com.