

Understanding and Using THE SALES PROCESS in Your Business

FIND

Help the potential customers FIND your product or service. Potential customers must know about you and how you can solve their problems. Your business needs to be marketing where the potential customer is looking for information.



LEARN

Help your prospective customers easily LEARN about your products and services. Demonstrate how you meet their needs through customer testimonials. Focus on customer service, and highlight ways you are different from the competition.

BUY

The goal is to give your potential customer reasons to BUY and remove any obstacles. Tell the customer why to choose you, explain benefits, anticipate and overcome objections, and ask for the order.



USE

After the customer buys your product or service, you want to make sure that they USE it correctly. Be sure to help the customer get started, be proactive, be responsive, and give feedback.

SHARE

You want every customer to be a satisfied customer who SHARES you with others. Ask your customers to post a review and refer you to others. Keep the momentum going!

