Sales

Prospecting

Talk about your prospecting process. How do you find leads? How do you communicate with them? Do you call, email, visit?

What makes them qualify as optimal leads? Do they qualify because of their age, salary, industry where they work?

What is your opinion about Account Maps? have you ever created one? If so, was it useful? If you haven’t created one, what is your opinion about this strategy?

Preparation

How do you prepare for the initial contact with the customer? Do you research their company, industry? Do you just contact them offering your services?

Do you have a sales presentation? If so, can you please present the product that you sell? If you don't do sales, please make a sales presentation on a product that you like.

Approach

How do you approach your customers?

What is your opinion about the premium approach? Do you think it is effective? Have you ever done this or have somebody do this to you?

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Do you give free trials for your products? Which products would this be good for?

What is your opinion about all of these approaches? which one is the best? Which is one is the least effective? why?

Presentation

How can a product be presented in an effective way? Give your own opinion.

Handling objections

Which strategy you consider more appropriate for handling objections in sales and why ?

Closing

Out of three closing techniques which one you would like to use in your sales process and Why?

Follow Up

Do you think the follow-up stage is important in the sales process? Why?

Lead Handling

Sales Enquiry Handling Functionality

What is the role of margin control and quotation in sales? Why is it so important? What are some problems that you can have if you don’t do this correctly?

Sales Pricing Control

What is the role of sales pricing control in sales?

Sales Contract Handling

How long are the sales contracts that your entity makes? What is the process like? Do you have to have their signatures notarized or is there a lot of internal bureaucracy?

If you don't make contracts, please describe an efficient and effective way to create one in your opinion.

Sales Order Handling

Please describe the sales order process that you have with your company. Once a customer agrees to purchase what are the steps that you take in order to make it happen.

If you don't make sales, please describe steps that you have done to purchase something.

Sales Invoicing

Do you have an automated Invoice system or do you have to create them manually? Do you have a specific person that does this? If so, who is it?