



The Basics

Creating a Sales Process
that will Drive Results

Ledgeview
partners

IMPORTANCE – BENEFITS – “MAGIC POTION”

Easy as 1, 2, 3, 4!



- 1** Do You Have What it Takes?
- 2** Why is a Defined Sales Process Important?
- 3** Will I Benefit from a Defined Sales Process?
- 4** The “Magic Potion”



Do You Have What it Takes?



WHAT MAKES A WELL-DEFINED SALES PROCESS?

Organizations that do it well know that a well-defined sales process starts by successfully managing the sales team and pipeline. The most common problem Ledgerview Partners finds with lacking sales processes is lack of follow-through by employees and proper implementation by managers. These factors disable a company's full potential.

Greg Dove, Ledgerview Partners Director of Business Consulting, provides top tips within this e-book for driving results.



2.8x

3 QUESTIONS TO BE ANSWERED:

1. What is the true importance of having a defined sales process?
2. What are the benefits of a successful sales process?
3. What is the “magic potion” for defining a successful sales process?

Salesforce.com reports that high-performing sales teams are 2.8x more likely than underperforming teams to say their sales organizations have become much more focused on personalizing customer interactions over the past 12-18 months.

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