
"Nothing happens in Business until something gets SOLD"

Thomas J Watson

- Most competitive periods in the history of selling
- There are more players in the game
- And the game is far more complex
- Customers want innovation
- They want custom-made solutions

And they want them NOW!



The 6-Step Selling Process



**Unless you are “Sales READY”
Selling becomes a challenge**



SalesREADY process

- ❑ Deliberate & specific 6 steps to effective selling
- ❑ Sole objective of SalesREADY is to help a sales professional understand the **customer's business in depth.**
- ❑ That enables a sales professional to develop and present a **specific solution** that eradicates the challenge to add value.



SalesREADY-The Process Flow

Research

- ❑ **Research**-The critical step of doing the ground work to collect background info about a business, processes, challenges etc.
- ❑ Researching your prospect's recent company news, LinkedIn profile, Twitter stream, personal blogs, networking, Journals, interviews, Google their name to see what else comes up.



Engage

- ❑ You are now armed with the relevant info gathered at research stage
- ❑ This second step is where you engage / interview the prospect
- ❑ You must be very attentive to their tone, pitch, and level of enthusiasm. 80/20 rule
- ❑ You will need to be documenting everything that the client tells you.



Ask

- ❑ At this stage, the client develops confidence in you and the conversation when they confirm you understand their business.
- ❑ It is in this step that the client shares critical and confidential information about their processes and challenges.
- ❑ Ask questions that start with the words Who, What, Where, How, Why, and When.



Develop

- ❑ At this point, we are then expected to take our time and **develop a tailor-made and specific proposal** that addresses the client's exact need that you discovered in the previous stage as a challenge.



Demonstrate

- ❑ **Demonstrate** – ‘The difference Maker’ / USP’s
- ❑ More often than not, through SalesREADDY, we are able to bring out the value-add proposition
- ❑ These are very clear steps of showing added value in quantitative or qualitative terms.



Yield

- ❑ Convert Needs to Figures
- ❑ Build and cultivate your relationship with the customer thereafter.



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