Sales Development Workflow

Adapting the following steps into your sales process can ensure that you're bringing the right people to your sales team and your revenue has more room to grow.

WHEN SHOULD YOU USE THIS?

- Lagging SQL conversion rate
- Leads get stuck in your funnel
- You are implementing an Account-Based strategy
- You have new tools and want to optimize them

WHAT DO YOU NEED TO BEGIN?

- Well-defined ideal customer profile
- Identified buying committee
- Defined sales stages
- Qualification criteria developed
- Trained workforce

*START HERE WITH NEW MQA

PRIORITIZATION

Take the time to prioritize your accounts, putting your focus and energy on accounts showing the highest intent.

VALIDATION

Do your research! Are the accounts a good match to your Ideal Customer Profile? If they are, move them to a prospecting stage.

BUILD

Using their website, your CRM, and any intent tools, build out a buying committee to ensure you're talking to those that have a say in the buying decision.

MQA ACTION

Identify the best outreach sequence to engage each contact within the account. Move them to the next stage once a response is received.

SALES QUALIFYING

Sales team determines whether the account meets qualification criteria through discovery session and identifying contact's need for a solution.

*CONTINUE TO OPPORTUNITY STAGES

HEINZ MARKETING

Heinz Marketing Inc
8201 164th Ave NE #200
Redmond, WA 98052
425-629-6340

Contact us: acceleration@heinzmarketing.com
Learn more: www.heinzmarketing.com