

## **Sales Training – Jorge’s Sales Process**

Step 1 - Market Research: Retrieve as much information as you can on a potential customer(s) (email, phone #, address).

Step 2 - Create a Message: Whether through phone or email, you have to create a message that it captivates the attention of the reader/listener.

Step 3 - Contact: After you create a captivating message, it's time to send that message or make that call.

Step 4 - Debrief: If you left a voicemail, made a sale, or didn't make a sale it's important to debrief how it went to tie up loose ends before continuing to contact others.

Step 5 - Follow-up: IF a sale was made, you would try and stay in touch with that person for a short amount of time to make sure he(s) are satisfied and to get any feedback possible. If not, you have to think of another message to send that will again captivate the reader's attention.

Step 6 - CRM: At the end of the day (or in between calls) it's important you update the CRM and write the actions (if any) you're going to take with those potential customers.