

## Your Sales Process

- **Review your entire sales process** - Map the complete customer journey from initial inquiry through to closing the sale, identifying weak points in conversion
- **Talk to customers directly** - Phone conversations build relationships better than email; many businesses miss sales by not engaging personally with prospects
- **Follow up on quotes consistently** - Many businesses fail to follow up on quotes, losing easy sales by not controlling the sales process
- **Analyse your conversion rates** - If meetings or quotes aren't converting, examine pricing, understanding of customer needs, and whether you have the right people in sales vs. customer service roles
- **Do quarterly reviews** - Regularly step back and honestly assess what's working and what isn't; going back to basics and making small tweaks can dramatically increase sales

