

# SALES PROCESS EXAMPLE



**RESEARCH**



**MAKING CONTACT**



**LEAD QUALIFICATION**



**HANDLING OBJECTIONS**



**PRESENTATION**



**CLOSE**



**LOSE**



**WIN**



**RETENTION**



**CUSTOMER SUPPORT**



**FOLLOW-UP**



**CUSTOMER SUCCESS**

This example outlines a basic sales process map showing the most common, universal sales process steps. Use it as a starting point for mapping your own sales process.

