









Competitive Excellence presents

The Sales Pipeline Process

"Four People You Should Know"

By Stu Schlackman

	Phase 1 DISCOVER 	Phase 2 DEFINE 	Phase 3 RELATIONSHIP DEVELOPMENT 	Phase 4 PRESENT SOLUTIONS 	Phase 5 GAIN COMMITMENT 	Phase 6 RELATIONSHIP MANAGEMENT 
Topics	Prospecting Cold calling Value Propositions	Questioning skills Qualification	Personality styles w/EQ Strategic Selling	Presentation Skills Communicating using Personality styles Being Customer Centric	Gaining commitment Negotiations Handling objections	Referrals Strategic account management
Issues These Topics Solve:	It seems like I never have enough prospects in the pipeline Don't know who to call, or don't like to make cold calls	I don't know what to say when I call a new prospect How do I ask questions that uncover unmet needs? How can I tell if they're qualified to say yes?	I know that relationship building is important, but my training was all about closing – what do I do?	How do I make a presentation that is both informative and engaging? How can I better connect with my prospects and customers in a more meaningful way?	I don't want to cave when my prospects start negotiating, but I don't know what else to do. How do I know when and how to close the sale?	What is the best way to get referrals? What's the best approach to take after I've closed the sale to keep the customer engaged?

The Sales Pipeline Process is a vital part of the Sales Intelligence System which utilizes information from "Four People You Should Know", a book published by Stu Schlackman in 2008. In it, you learn how each personality style makes decisions, purchases and communicates differently. Understanding the "Four People" will enhance your ability to keep your sales pipeline full! For more information, visit www.competitive-excellence.com.