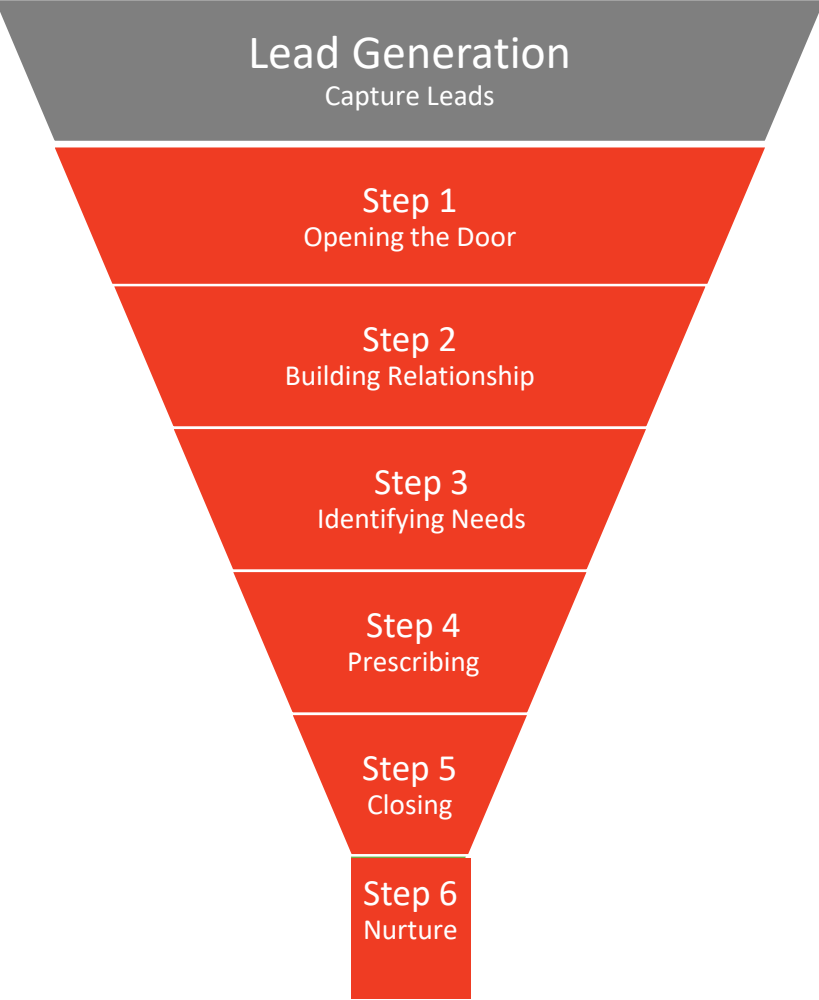


Sales Process – Resource Map

Links to resources mapped to the sales process. Some resources may be of use in different stages of the sales process.



<u>Media Adverts</u>	<u>Sales Brochure</u>	<u>Print Adverts</u>	<u>Social Media Adverts</u>
<u>Outreach Letter</u>	<u>Website Audit Tool</u>	Cold Calls	Getting past the Gate Keeper
<u>Email Sequence</u>	<u>Business Cards</u>	Meeting Preparation	Understand the Buyer
<u>Website Audit Tool</u>	Recognizing the Opportunity	Where are they in their buying cycle	What do they actually need
<u>Proposal Document</u>	<u>Website Sales Brochure</u>	<u>Hosting Sales Brochure</u>	<u>SEO Sales Brochure</u>
Project Management Portal	Handling Objections	Closing the sale	Getting the First Step
Follow Ups	Testimonials	Upsell Opportunities	Referrals