## The sales process

- Intro
- Agenda/frame
- End-result

- Why?
- **Current** status?
- Good currently?
- What could be improved?
- Describe the perfect solution

- Repeat the answers!
- The customer confirms
- The **customer** describes if the solution **fails**
- The customer describes if the solution is a

success

- Present possible conflict/problem-areas
- Present you produsts
   advantages in relation to the customers
   answers
- Describe
  unspoken
  disadvantages/
  advantages
  about the
  solution

- Seek a clear yes/no for continuing the process
- describe next action for both parties
- Agree on a deadline for the decision

