

THE STARTUP SELLING SALES MAP GUIDE: BUILDING YOUR CLOSE PLAN

The [INSERT YOUR COMPANY NAME] Close Plan: A Sales Map from Lead to Referenceable Customer

Sales Stage 1: Needs Analysis	Sales Stage 2: Evaluation of Options	Sales Stage 3: Resolutions of Concerns	Sales Stage 4: Implementation
<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>
<ul style="list-style-type: none"> • Sales Opportunity Qualification Call • Demo of Prospect's Product • Meeting/Conversation with each Buyer Type (i.e. User Buyer, Economic Buyer, Technical Buyer)" • ROI Requirements & Assessment 	<ul style="list-style-type: none"> • Mutual NDA Signed • Test File/Pilot/Proof of Concept (POC) • Establish Project Timelines • Intro to Procurement & Vendor Mgmt Team & Policies 	<ul style="list-style-type: none"> • Test File/Pilot/POC Analysis • Collaborate with Prospect to build Implementation Plan • SLA Discussion • Meet with Economic Buyer 	<ul style="list-style-type: none"> • Review & Confirm Implementation Plan • Contract Discussion & Execution • Launch & Integration Meeting • 30-60-90-day Review Meetings