Sales Process Map - INQUIRY TO SALE

focus3
Success Beyond Software

MARKETING CAMPAIGNS/ LEAD GENERATION

Advertising
Direct Mail
Billboards
Web Site
E-mail
Banner Ads
Video
Tradeshows

Marketing campaigns and lead generation activities produce prospects from your target audience.

PROSPECTS

Prospects are assigned a marketing lead source and inquiry type (phone, e-mail, web, etc.) in order to evaluate campaign performance and determine marketing ROI.

INTRODUCTION ACTION CYCLES

New Lead *ActionCycle*

1. Intro Letter with property brochure & BRC
2. Intro Phone Call

A prospect's unique SalesPath begins with a series of automated *Introduction ActionCycles*, which are pre-defined, and customized based on the lead source.

FOLLOW UP & QUALIFICATION ACTION CYCLES

30 Day Call Back *ActionCycle*

1. Post Call Thank You Letter
2. Pre Call Reminder Letter
3. 30-Day Call Back

Based on feedback from the initial contact, the prospect is placed on an appropriate *Follow Up & Qualification ActionCycle* until they are successfully qualified, disqualified, or opt-out.

TOUR / EVENT ACTION CYCLES

Post Tour: Interested *ActionCycle*

1. Post Tour Thank You Letter
2. Post Tour E-mail & Survey
3. Post Tour Follow Up Call

Once the prospect has been successfully qualified and agrees to a property tour or on-site event, they move onto the *Tour/Event ActionCycles*, which includes pre-event and post-event communications.

SALE / CONTRACT ACTION CYCLES

Post Close Thank You *ActionCycle*

1. Thank You Letter (Mgr/Developer)
2. Thank You Letter (Agent)
3. Closing / Congrats Call (Agent)

Prospects that decide to purchase, move onto the *Sale/Contract ActionCycles*. Prospects that remain undecided are placed on Follow-Up ActionCycles, while prospects that choose not to purchase are disqualified.

CUSTOMER REFERRAL ACTION CYCLES

Owner Referral *ActionCycle*

1. Owner Referral Letter with Referral BRC
2. 90-Day Owner Update Referral Call

Prospects that become property owners are placed onto *Customer Referral ActionCycles* to help produce new leads/prospects.

SALESPATH™

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