



Sales Process Mapping

What is Sales Process Mapping?

Sales Process Mapping is a methodology for identifying and charting the critical activities, behaviors, and best practices that have proven successful in establishing, sustaining, and developing strong customer relationships.

An effective process map serves as a guide to ensuring a consistent, repeatable, and customer-focused sales approach, and is also a valuable coaching and continuous improvement tool—one that helps differentiate organizations in today’s increasingly crowded and competitive marketplace.

Impact Performance Group works with organizations of all sizes to identify, document, and communicate dynamic processes that reflect:

- The organization’s objectives
- Customer needs and objectives
- Sales best practices

With a solid process in place, your organization is able to implement improvement strategies linked directly to the realities and challenges of your organization’s markets.

How is the Sales Process Map Developed?

Impact Performance Group facilitates a series of meetings with your top leaders and sales professionals to define six critical process components:

- The phases in your sales process
- Your organization’s objectives for each phase
- Customer needs and expectations for each phase
- Key activities and tasks needed to complete each phase
- The tools and resources required to complete each phase efficiently
- Customer-focused outcomes that indicate the successful completion of each phase

During the meetings, the groups provide information and insight that reflects their vision of the optimal sales process. IPG synthesizes all the content produced and compares it to best-in-class practices to identify differentiators and gaps. IPG then leverages its research and expertise to create a “living, breathing” model, one that is intended to be continuously enhanced by identifying new ways to support your sales strategy.

What is the Value of a Sales Process Map?

The final process map provides a documented description of best practices and behaviors that enables:

- Use of a consistent sales language throughout the organization
- Implementation of best practices, process, and tools to maximize sales effectiveness
- A consistent approach to acquiring more business
- Greater understanding and more effective implementation of the key activities that increase your customers’ willingness to move forward with your proposals
- More effective new hire training and on-boarding with the use of consistent sales process best practices, tools, and resources
- Alignment of training and development initiatives around a consistent sales framework