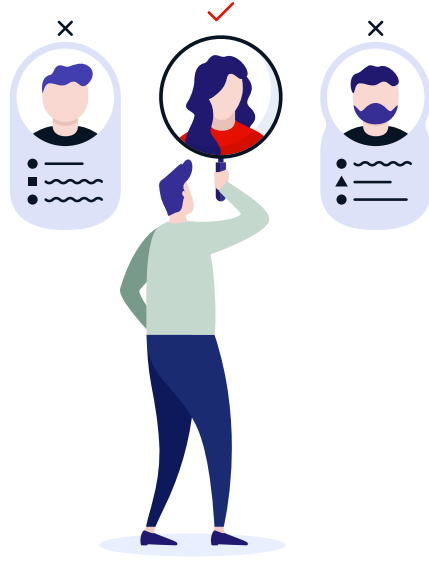


THE 5 STAGES OF A SALES PIPELINE

Your B2B sales pipeline is a visual representation of the steps your prospects have to take as they journey towards becoming a customer. Let's explore five key sales pipeline stages.

PROSPECTING

The first step is generating engaged, relevant leads. Establish who your target audience is — then build ideal customer profiles and **buyer personas** to fuel your lead generation strategies. From **content marketing** to **social selling**, be sure to own the platforms your key decision-makers spend time on and remember to drive them to your website.



QUALIFICATION

Now, you have a whole host of leads — it is time to implement a process to help ensure every lead that moves through your pipeline is likely to convert. This could be a **lead scoring** model, or a technique such as **BANT or SPIN** — all of which aim to secure the necessary information to qualify leads before they are passed onto the sales team.



CONSIDERATION

With the reassurance that your lead fits your customer criteria, it is time for your team to **nurture them with a personalized approach** and tailored a sales pitch. They are considering whether your product or service is right for their business — so it is up to you and your team to do what you can to move them onto the next stage. Implement a personalized marketing strategy, reach out regularly and become the go-to, industry-leading vendor of choice for your prospect.



CLOSING THE SALE

Your lead has selected you as the vendor they want to work with — so, at this stage it is crucial to do what you can to ensure they make a conversion. Keep your purchase process simple — if it takes place online, ensure your website is **optimized**, trustworthy and easy-to-navigate. And, make sure your **sales team** is on hand to support the customer with any queries they might have.



CUSTOMER RETENTION

You've won the customer, but transforming them from a one-off purchase into an engaged, **loyal client** is key. Put customer experience at the heart of everything you do, maximize on upselling and cross-selling opportunities and ensure you have everything you need to support them — from easy access to **great customer service** to post-sale content marketing material.



LEAD FORENSICS CAN SUPPORT EVERY STAGE OF YOUR SALES PIPELINE.

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