

QUALIFICATION, DISCOVERY AND PROPOSAL STAGES



Stage 0 – PROSPECT TYPE

SMB vs. Enterprise



Stage 1 – QUALIFIED CHAMPION

Pain admitted
Vision created
Champion agrees to explore
Access to Decision Maker



Stage 2 – QUALIFIED DM

Access to Decision Maker
DM admits pain
Vision created for DM
DM agrees to explore
Sequence of events proposed
Sequence of events agreed upon



Stage 3 – DECISION DUE

Evaluation plan completed
Proposal review completed
Asked for business
Proposal issued, decision due



Stage 4 – SALE PENDING

Verbal approval received
Contract negotiation in process



W – WIN

Signed document or order



L – LOSS

Update prospect database with facts