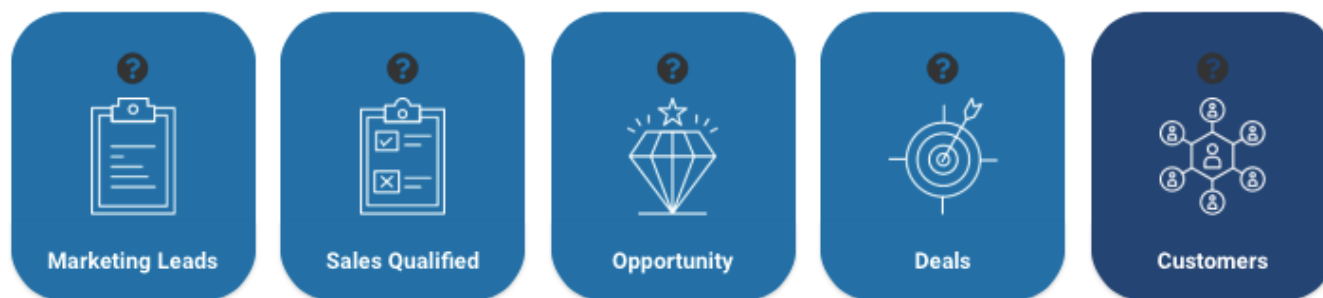


## SALES EFFORT

A common error for many first-time entrepreneurs and sales leaders is to underestimate the total effort in hours required to execute their Sales Process. As a result, startups typically under-budget the time and number of personnel needed to hit their sales targets. The best way to avoid this error is to:

- 1) List all the individual tasks required during each major stage of your Sales Process.
- 2) Then estimate the time (in hours) required to manage each lead through the different Sales Stages when you take all the individual tasks into account.

Revisit how Super Cool Co. broke down their individual tasks and effort by Sales Stage in the example below. Then use the blank table on the second page of this worksheet to list all the tasks you expect will be required in each stage of your own Sales Process.



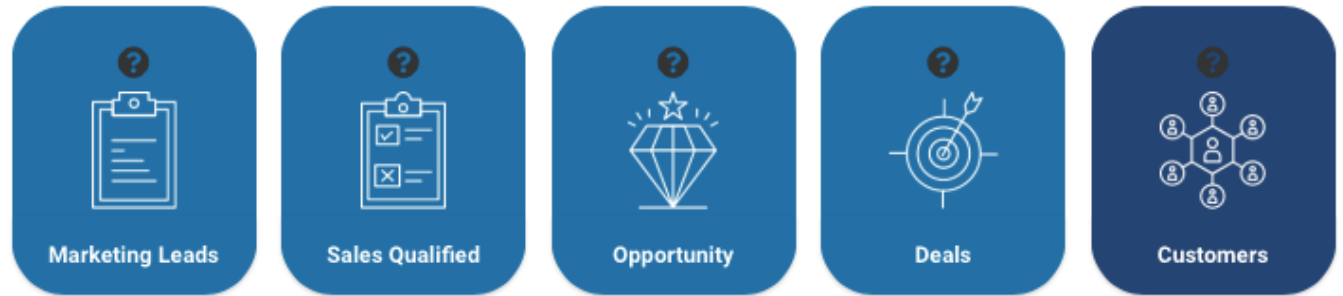
### Sales Tasks For Each Stage ?

|                     |                         |               |                     |                        |
|---------------------|-------------------------|---------------|---------------------|------------------------|
| Email<br>+ -        | Disc. Call<br>+ -       | Proposal<br>+ | Negotiations<br>+ - | Data Population<br>+ - |
| PreQual Call<br>+ - | Demo #1<br>+ -          |               | Final Call<br>+ -   | On-Boarding<br>+ -     |
| Appt.<br>+ -        | Demo #2<br>+ -          |               |                     | Training<br>+ -        |
|                     | Final Needs List<br>+ - |               |                     |                        |
| <b>0.5</b>          | <b>4</b>                | <b>2</b>      | <b>2</b>            | <b>8</b>               |

### Combined Hours Per Set of Tasks ?

## NOW IT'S YOUR TURN....

Use the blank table below to list all the tasks you expect will be required in each stage of your own Sales Process. Attach a "per lead" time requirement to each Sales Stage. Then transfer your results to the on-line Sales Primer tool.



### Sales Tasks For Each Stage ?

|     |     |     |     |     |
|-----|-----|-----|-----|-----|
|     |     |     |     |     |
| + - | + - | + - | + - | + - |
|     |     |     |     |     |
| + - | + - | + - | + - | + - |
|     |     |     |     |     |
| + - | + - | + - | + - | + - |
|     |     |     |     |     |
| + - | + - | + - | + - | + - |
|     |     |     |     |     |
| + - | + - | + - | + - | + - |
|     |     |     |     |     |
|     |     |     |     |     |

### Combined Hours Per Set of Tasks ?

