



## When Does the Sale Start?

Understanding the lifecycle of the sale brings insight to larger opportunities, such as how to get to market sooner, how to improve competitive advantage, how to reduce product support costs, how to shorten time to market and getting increased clarity on sales stage ownership between departments, from sourcing to operations to cite just two examples. And even if you have one or two people wearing multiple hats, it's quite valuable to distinguish between the tasks.

Here, with zero chaff or obvious explanations are the typical phases.

1. Ideation
2. Product management and productization, which may involve several departments
3. Marketing
4. Sales leadership. (Market segmentation; Territory definitions; CRM needs; Rules of Engagement; training.)
5. Traditionally defined sales stages:
  - a. Prospecting
  - b. Discovery
  - c. Needs Analysis
  - d. Proposal
6. Verbal through Negotiations and Closure
7. Post-Sale...sales, support, lifecycle management

Paradigm is quite unique in its ability to find synergies between all departments to effect better top-line revenue as well as reduced costs attributed to the sales.

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