

Sales Process – RACI Model				
Sales Process Stages	Responsible	Accountable	Consulted	Informed
Lead Capture	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Lead Tracking	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Lead Qualification	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Lead Nurturing	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Conversion To Prospect	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Prospect Qualification	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Needs Analysis	Sales Executive	Sales Team Leader	Sales Manager	Finance Director / Technical Director
Proposal	Sales Executive	Sales Team Leader	Sales Manager	Finance Director / Managing Director
Negotiation	Sales Executive	Sales Team Leader	Sales Manager	Finance Director / Managing Director / Technical Director
Closed / Won	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Nurture / Retention	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Upsell / Cross Sell	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Referral	Sales Executive	Sales Team Leader	Sales Manager	Finance Director
Sales Process Stages Analysis				
Lead Capture	Lead Tracking	Lead Qualification Stages	Needs Analysis	Proposal
Capture Lead Details in CRM	Engagement Calls	a) Real Interest	Pain Point Finding	Prepare Costing
Add Tags eg Broadband, Solar	Surveys (Physical & Desktop Surveys)	b) Need your Product	Meetings (In-depth Discussion)	Share Quotation
Add Lead Source eg Facebook, Activation	Send Emails	c) Within Budget		Promotion
Assign Lead to Sales Executive	Send WhatsApp Messages	d) Ready to Buy		
Negotiation	Nurture / Retention	Upsell / Cross	Referral	
Discount	After Sales Service	Offer Supplementary Products.	Direct Customer referrals	
Payment Terms	Customer Intimacy Calls	Offer Higher end Products.	Employee Referrals	
Delivery Date	Send Customer Satisfaction Survey		Social Media Referrals	