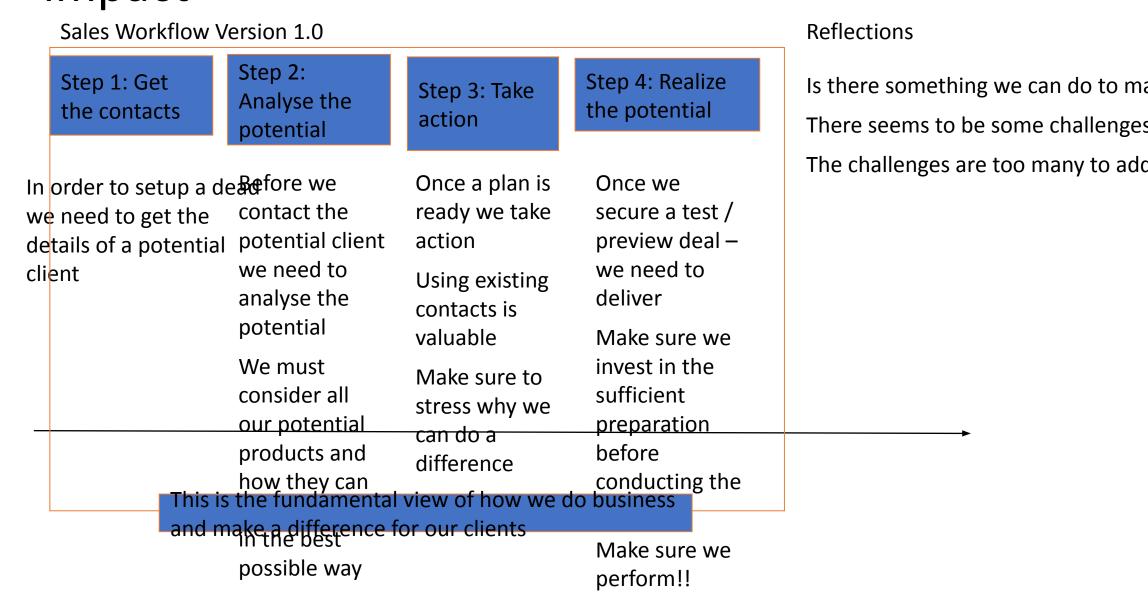
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# The workflow of how we make client impact

Brush up



Sales Workflow Version 1.0

#### Step 1: Get the contacts

In order to setup a dead we need to get the details of a potential client

## Step 2: Analyse the potential

Before we contact the potential client we need to analyse the potential

We must consider all our potential products and how they can help the client in the best possible way

### Step 3: Take action

Once a plan is ready we take action

Using existing contacts is valuable

Make sure to stress why we can do a difference

# Step 4: Realize the potential

Once we secure a test / preview deal – we need to deliver

Make sure we invest in the sufficient preparation before conducting the test

Make sure we perform!!

#### Reflections

Is there something we can do to make this work more consistent

There seems to be some challenges getting the right contracts

The challenges are too many to address at once

This is the fundamental view of how we do business and make a difference for our clients