

## Stages of the Sales Cycle REMEDIAL HEALTHCARE



Know your product; spend time in your customer's shoes; study your competitors

Do outreach to find companies that match your ideal customer profile

Is your product the best fit for the prospect? Do they need what you're selling?

Now you know your customer, find a way to get their attention

Pitch your article, the unique value of your product

Handling, answer questions and manage their objections

Send a proposal, get signatures, and finalize the deal

Nurture customers, offer up-sells, and ask for referrals