



Creating A Structured Sales Process

Laurence Ainsworth

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A guide for start up businesses and owner managed businesses with no formal sales training. It explains how to design, build a structured sales process for their business.

A recent reviewer said "I particularly like the suggestion that, until the customer has told you he has decided to buy from you, there is probably no more than a 25% chance of success of winning that business. That will certainly focus on the need for greater sales activity.

This book is a companion to Structured Sales Targets a simple guide to building relevant monthly targets for a business and Successful Sales Forecasting, how to create a realistic and reliable sales forecast for a business."

I consider that it is the area of practical implementation of ideas and strategies where most businesses fail and that a practical "how to" guide is what most business owners need to help them succeed.

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