Prospect and Qualify

↓

Preapproach

↓

Approach

↓

Presentation

↓

Overcome objections

↓

Close the sale

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Follow-up

Almost all selling follows a particular sequence of steps which is generally divided into seven steps.

The sales funnel is a helpful way to visualize the process of finding and qualifying your customers and effectively illustrates the value of identifying a large pool of potential prospects.

Database or Directory	Private	Public	Description
infoUSA http://home.infousa.com	✔	✔	• For B2B prospecting: Allows you to search for businesses by criteria such as industry, SIC and sales volume • For B2C: Provides phone and e-mail contact lists
Dialog http://www.dialog.com	✔	✔	• Allows advanced searches based on a number of criteria, such as financial information, industry trends • Option for subscription to automatic news alerts
Bizjournals http://www.bizjournals.com/bizjournals/sales_marketing/prospecting	✔	✔	• Offers several searchable directories • Allows you to subscribe to e-mail alerts. • Option to create a customized prospect list by specific search criteria. • Provides access to local Books of Lists
Hoovers http://www.hoovers.com	✔	✔	• For B2B: Contains directories that are searchable by industry and region • For B2C: Provides phone and e-mail contact lists for consumers
Standard & Poor's http://www.netadvantage. standardandpoors.com	✔	✔	• Directory that is searchable by a number of criteria, including NAICS code • Has data on more than 85,000 companies • Includes biographies of corporate executives and directors
D&B Million Dollar Database http://www.dnbmdd.com	✔	✔	• Searchable by NAICS and SIC • Option to create a customized prospect list

Online business directories, are searchable by industry and will give you access to contact info, financial standing, industry rankings and so on.