

Module 08 Identify Your Customers
Unit 02 Successful Selling
Selling Process



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

Module 08 Identify Your Customers
Unit 03 Prospecting the Selling Process
The Sales Funnel



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.

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Unit 04 Prospecting Resources

Resource #5 Online Database

Database or Directory	Private	Public	Description
infoUSA http://home.infousa.com	✓	✓	<ul style="list-style-type: none"> • 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	✓	✓	<ul style="list-style-type: none"> • 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	✓	✓	<ul style="list-style-type: none"> • 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	✓	✓	<ul style="list-style-type: none"> • 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	✓	✓	<ul style="list-style-type: none"> • 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	✓	✓	<ul style="list-style-type: none"> • 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 information, financial information, industry ranking and so on.