

Integrated Sales and Marketing Process

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Identifying/Finding a Prospect/Customer – Needle in a Haystack



Generate Interest

GENERATE
INTEREST



Communicate , Communicate , Communicate - All Levels



Go Viral



Lots of Data Generated



Analyze and Segment Data and find Leads



Call , Fix Time and Meet Prospects



Engage ,Engage and Engage – Customers and Internal Stakeholders



Develop Funnel and Segment Leads – Hot , Warm , Cold



Follow Up , Follow Up and Follow Up
Hot , Warm , Cold

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Close

