

Sales Cycle: Definition and Steps

What Is a Sales Cycle?

A sales cycle is the process involving the different steps from identifying a qualified lead to making a sale. It is the sequence of actions that the salesperson has to take to nurture a prospect, follow up with them and finally, close the deal.

The Six Steps of a Sales Cycle

01

Sales Prospecting

Generate potential leads who might be interested in your product/service.



02

Initial Contact

Create valuable content that engages your lead.

03

Lead Qualification

Make contact and leave a positive first impression.



04

Lead Nurturing

Present your solution for the prospect's pain point

05

Negotiations and Objection Handling

Show how your product/service is what they need right now.



06

Close The Deal

Close the sale and deliver more than you promised.

07

Follow-ups

Follow up for any potential issues and to maintain relationship.

