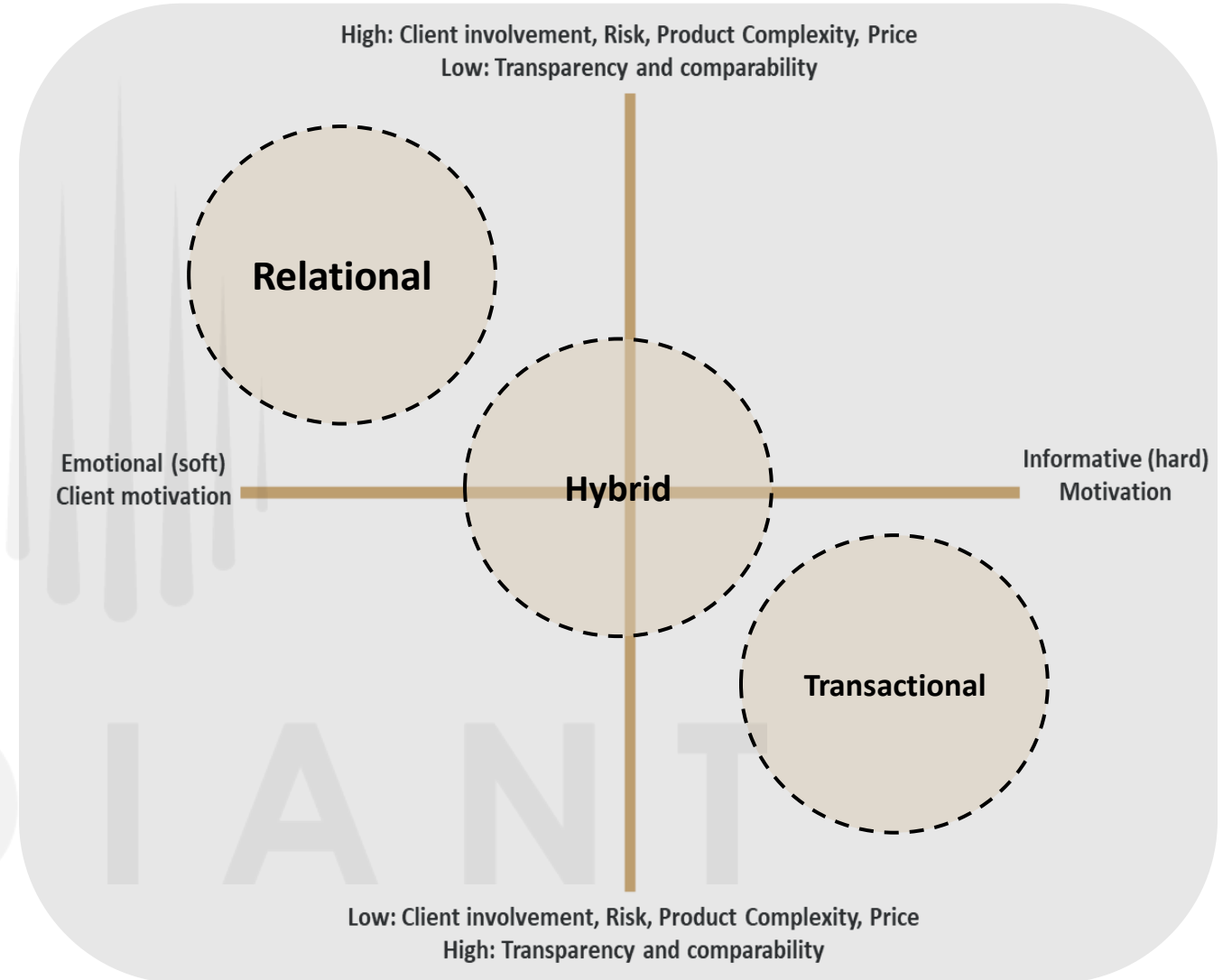


Indicators deciding type of Sales Process?

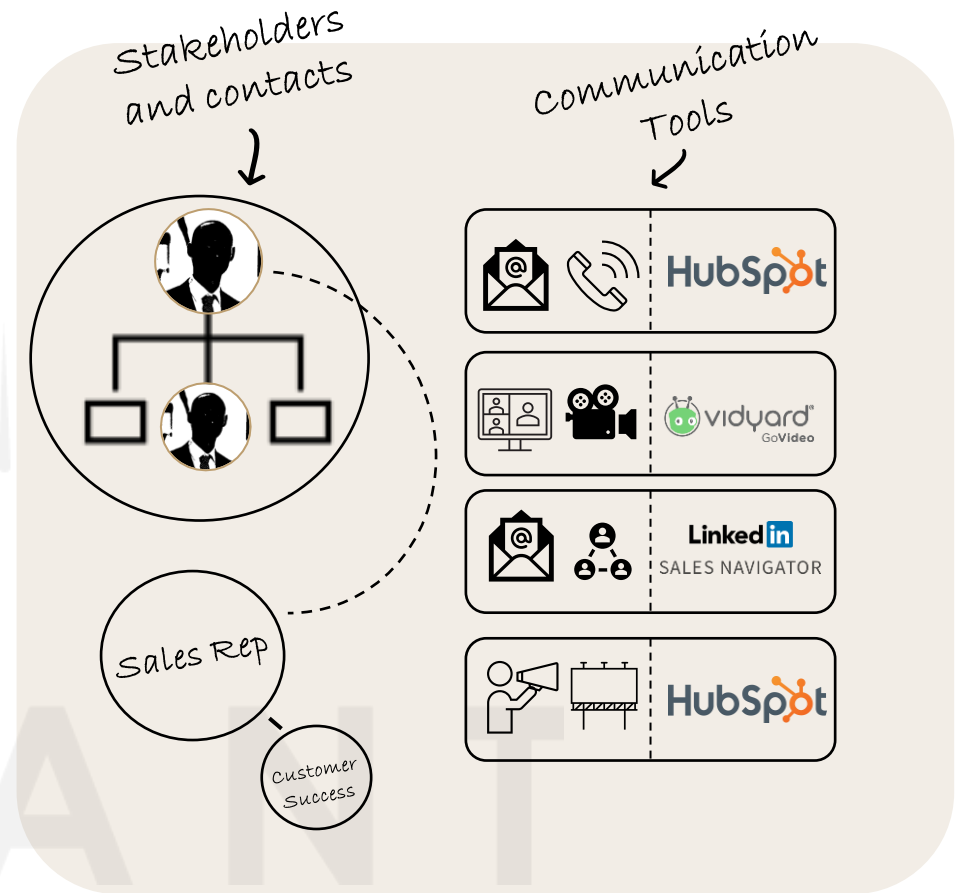
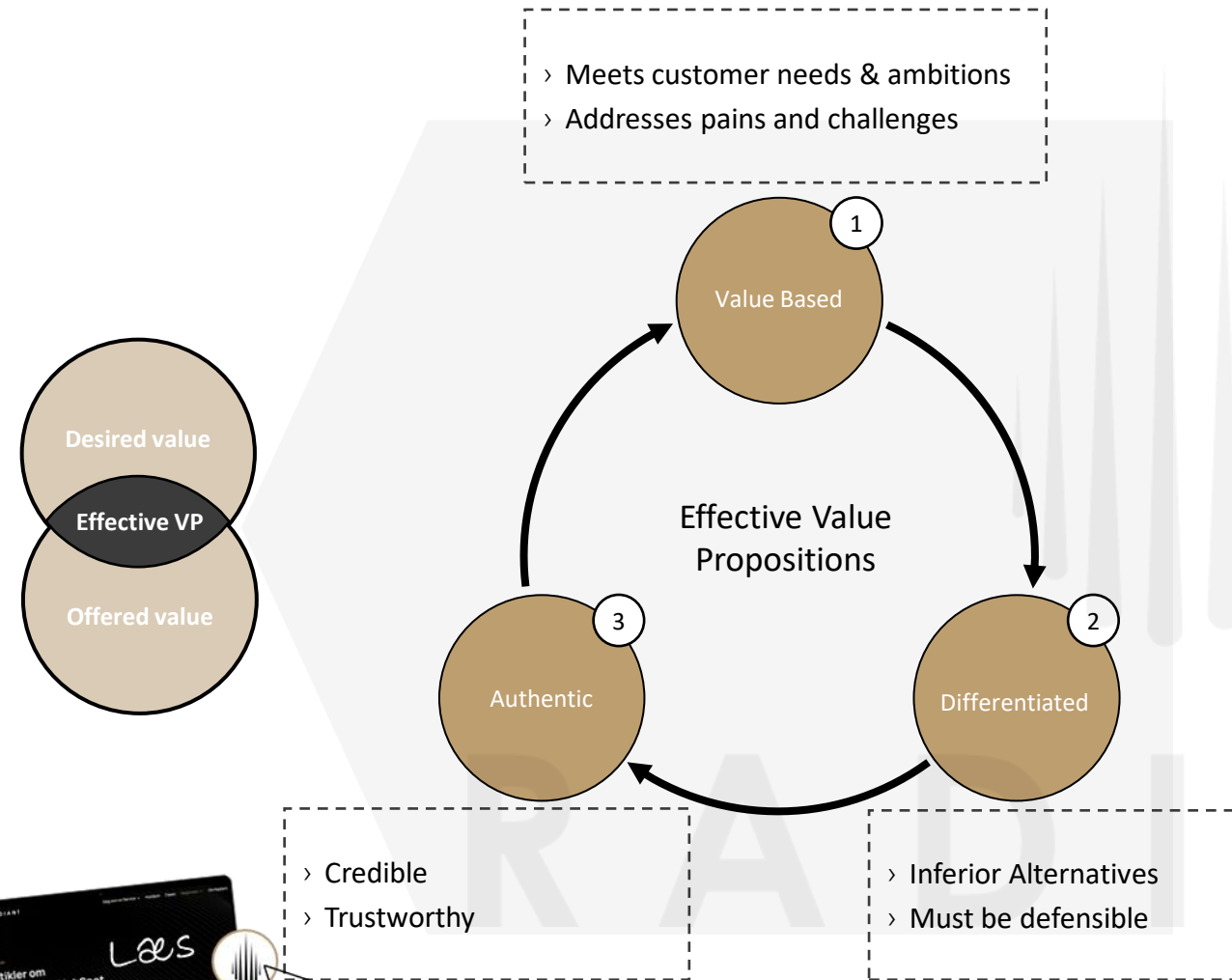
Sales Process
Map indicator

Typical indicators

-  Perceived Risk
-  Client involvement
-  Product complexity
-  Price
-  Transparency & Comparability



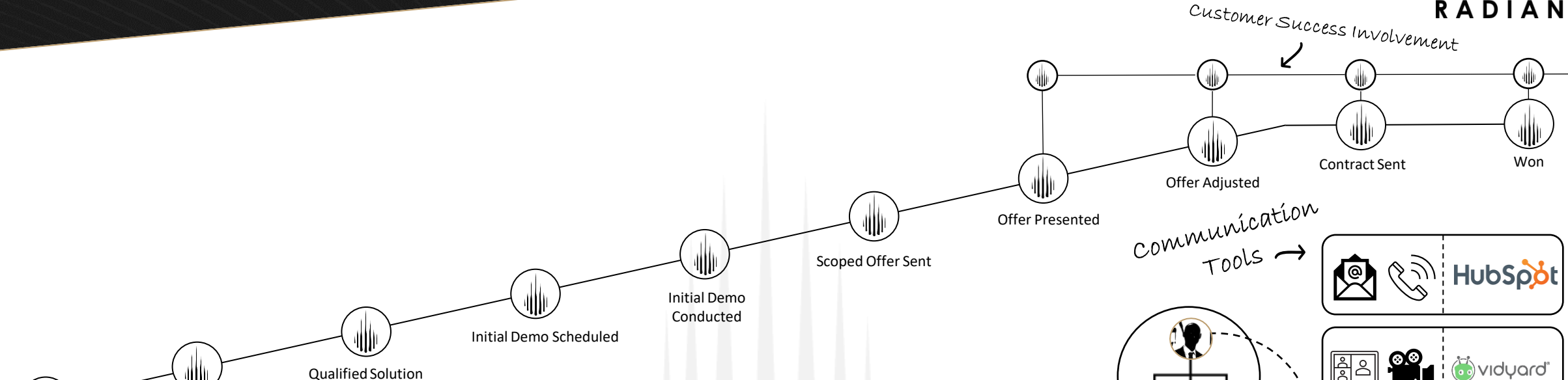
Sales Approaches: Communication



Sales Process: Hybrid example

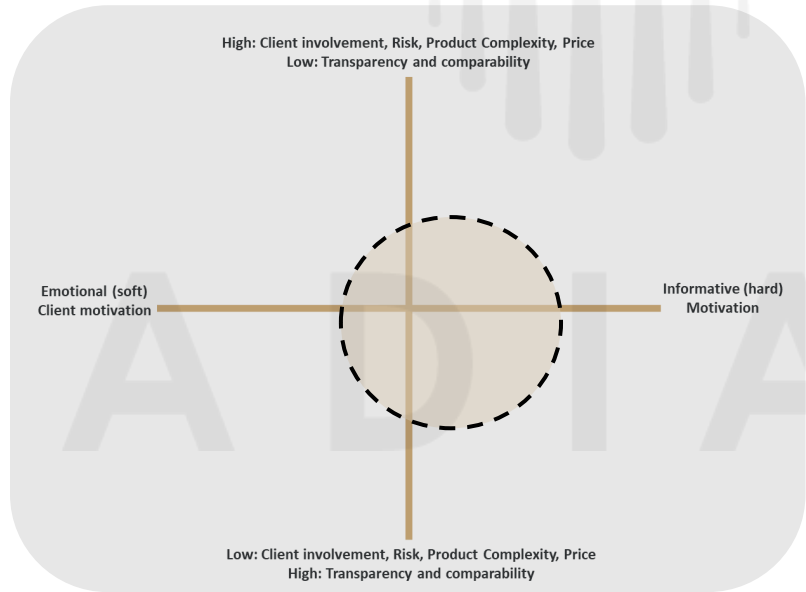


RADIANT

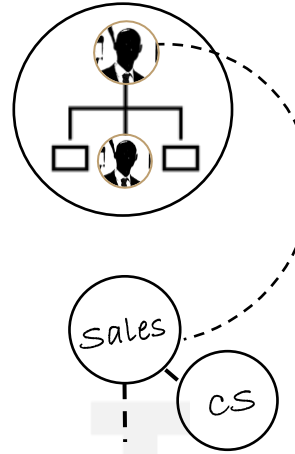


Behavioral action-focused

Sales Process Map indicator



Stakeholders and contacts

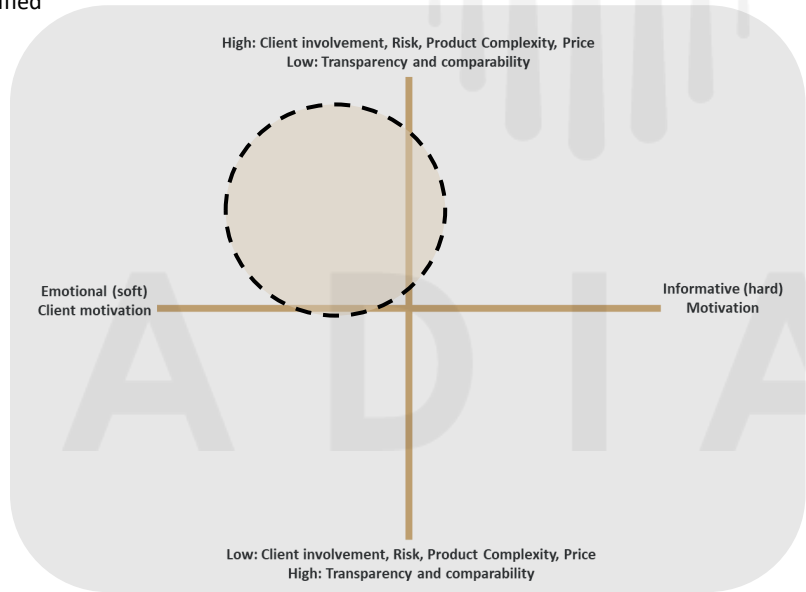
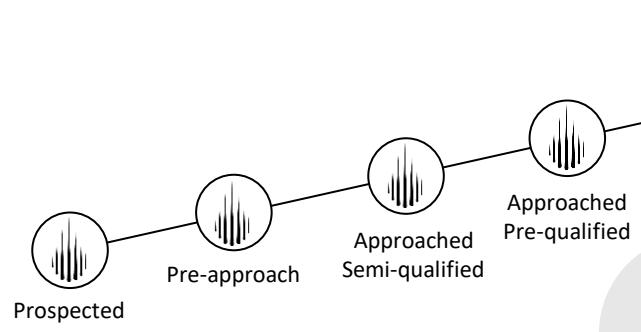
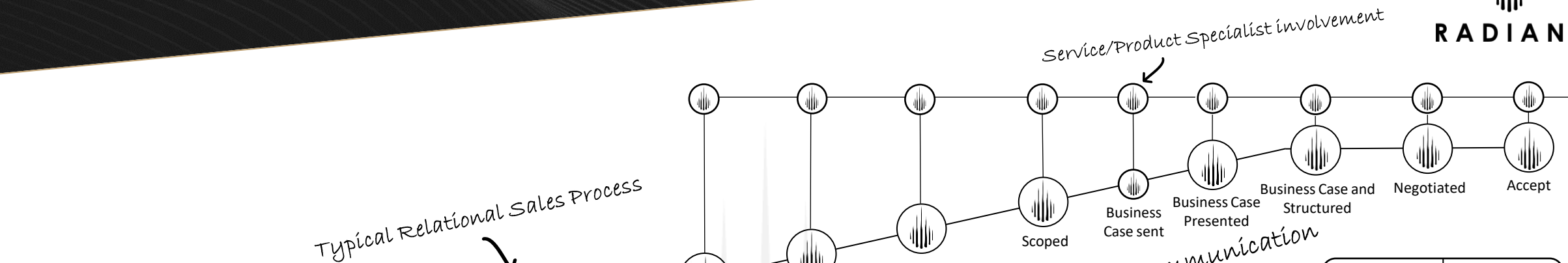


Communication Tools

Sales & Marketing Tech Stack

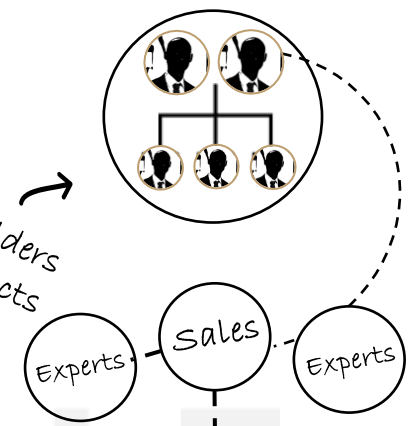
Marketing Automation:	HubSpot
CRM and sales process:	HubSpot
Data and research:	LA SSO X + people + VAINU + LinkedIn SALES NAVIGATOR
Dashboards and BI:	PLECTO

Sales Process: Relational example



Sales Process Map indicator

Stakeholders and contacts



Communication Tools

		HubSpot
		vidyard GoVideo
		LinkedIn SALES NAVIGATOR
		HubSpot

Sales & Marketing Tech Stack

Marketing Automation:	HubSpot
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