

Module 7 - Know Your Timelines

OBJECTIVE

Knowing your timelines is a key element to be in the natural organic flow of your company's organizational process. You want to put your customer in the correct flow of the process when the customer has a need. It's important to locate and educate your customers about your company's timelines while promoting your products, services, and organizational processes to prepare them for timely decisions so they can experience ultimate successful outcomes.

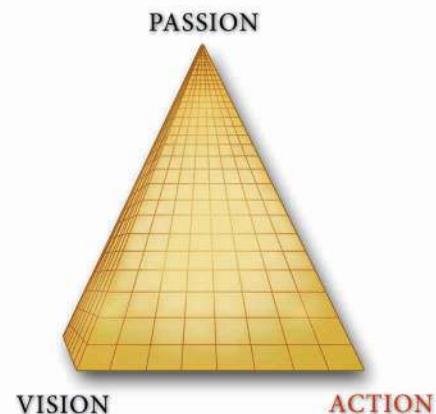
INTRODUCTION

👁 Watch video, - *Introduction: The Action Plan*

In Modules 1 through 3, you learned how to work with The **Passion** of MAGNETIC Sales & Marketing. We explored knowing yourself, knowing your customer, and knowing your Company's brand promise.

Modules 4 through 6 worked with The **Vision** of MAGNETIC Sales & Marketing. We explored knowing your company's vision, knowing your personal success vision, and knowing your products and services.

Now we are at the 3rd point on the Passion Vision Action triangle. Modules 7 through 9 work with The **Action** of MAGNETIC Sales & Marketing. We will explore knowing your timelines, knowing your industry's environment, and knowing your future.



KNOWLEDGE

👁 Watch video, - *Knowledge: Magnetic Sales Funnel*

For you to create an Action Plan or Sales Strategy, you must first know your timelines. You need to know your company's operations process in order to create the timelines for your success. The temptation to ignore sound processes in the name of action is dangerous. It's like going to the grocery store hungry without a list.

To establish a sales mindset, you must first design your action plan with a sound strategy that includes your Magnetic Sales Funnel with timelines, actions, and activities. The action plan becomes your measurement for success at each step in the process. Your sales funnel is an inverted pyramid that draws potential customers down through your company's sales process with focused actionable timelines. As the funnel name indicates, it's wide at the top where customers with all levels of interest may enter. Eventually the customers with the strongest interest magnetically flow to the bottom to be converted into your customers who are ready to buy.

MAGNETIC SKILL

 Watch Video - *Magnetic Skill: From Prospect to Customer*

Examples of Sales Funnels

1. Leads
2. Prospects
3. Sales Presentation
4. Sales Close

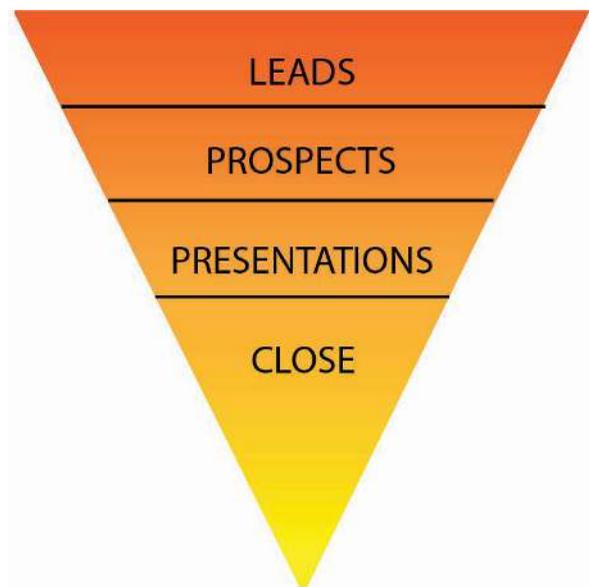
Many people have no idea how long it takes to turn a prospect into a profitable customer. Each product and service has its own unique timeline.

It's important to first understand your company's operations and the prospecting timeline for successful sales within your organization. You can also develop your standard sales prospecting timeline from successful past experiences.

Begin this process by picking a recent customer that resulted in a successful sale. Using your Magnetic Sales Funnel template, break down the key activities you went through and the timelines that resulted in the successful sale.

Your goal should be to establish the specific activities that were the most time-consuming. Then you can determine a way to shorten the time spent on that particular activity. Most people are surprised to find that a couple of activities take the majority of time.

By knowing this, you can change your strategy and create a more efficient effective process that will be more magnetic.



★ Activity #19- *Magnetic Sales Funnel Template*

- ✓ Choose a recent customer that resulted in a successful sale. Write your happy customer's name in the space. This keeps you connected and focused to that particular customer.

Your Happy Customer:	
Total time from beginning to successful completion of sale:	

- ✓ In each stage, list the activities and the time it took for each activity. Really pay attention to the resulting outcome that qualified your prospect to move through the sales funnel to the next stage of the process. We've included four stages for the Magnetic Sales Funnel. Your sales process may have more stages; so customize the sales funnel to your own unique process.

Duration	Activities by Stage	Resulting Outcome
	Leads activities: Locating and educating	
	Prospects activities: Qualifying the needs	
	Sales presentation: Meeting the needs	
	Sales close: Fulfilling the needs	
Total		

PASSION IN ACTION

👁 Watch Video - *Passion In Action: Moving Through the Funnel*

Now that you have determined your sales timelines and activities, which activities were the most time consuming? Thinking about your process, how can you shorten the time spent on a particular activity using your magnetic energy skills? To put this practice into motion, choose a current prospect. Put them into your Magnetic Sales Funnel. How can you improve your process which will result in saving time and money and getting to the sale quicker?

★ Activity #20 - *Streamlining the Magnetic Sales Funnel*

- ✓ **Go through each stage of the Magnetic Sales Funnel to creatively streamline your operations and improve your efficiency.**

Start with the end in mind and work backward from the completion of your successful sales vision. Ask yourself what outcome you want from each stage of the timeline. Remember – “First see the fire, and then strike the match.”

Your Current Prospect:	
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Desired Outcome	Timeline	Activities by Stage
		Leads activities: Locating and educating
		Prospects activities: Qualifying the needs
		Sales presentation: Meeting the needs
		Sales close: Fulfilling the needs

MAGNETIC SALES ASSESSEMENT

 Watch Video - *Module 7 - The Close:*

You learned about your company's timelines and the sales strategy to turn a prospect into a customer. The Magnetic Sales Funnel draws potential customers down through your company's sales process with focused actionable timelines. Customers with the strongest interest magnetically flow to the bottom of the funnel to be converted into customers who are ready to buy.

Rate your belief with each of these statements where number **1 is no belief** and number **7 is complete belief**

1	2	3	4	5	6	7
NONE						COMPLETE

Rating	Statement
	I believe it is important for me to understand my company's timelines of performance to more efficiently sell my products and services.
	I believe it is important for me to develop a sales mindset by creating my Magnetic Sales Funnel.
	I believe starting my sales process with a clear picture of the desired outcome is valuable.

Total Rating

Your Magnetic Sales Assessment Results

The Magnetic Sales Assessment is designed to measure your belief about knowing your company's timelines for increased performance. If your total score is 15 or higher, you believe in your timelines and Magnetic Sales Funnel. If not, go back and review Magnetic Skill and Passion in Action. When you're ready, continue on to Module: Know Your Industry's Environment.

The Adventure continues...

Start The Action - Module 8: Know Your Industry's Environment