Sales Flowchart – New Business (B2B)

Campaign (Email, Advt., etc) → Lead Generation → Assign Leads to Lead Managers → Follow up Lead → Qualified?

- Junk Leads
- Convert Lead to Prospect → Account (Company) → Opportunity ($$$) → Contact (Business Card) → Follow up → Buy?

- Deal Lost
- Deal Won
Sales Flowchart – Existing Business (B2B)
(Cross-Selling & Up-Selling Opportunities)

Customer Database

Campaign

Success?

Opportunity ($$$)

Follow up

Buy?

Deal Won

Offer Better Service

Deal Lost
Sales Flowchart – New Business (B2C)

1. Campaign (Email, Advt., etc)
2. Lead Generation
3. Assign Leads to Lead Managers
4. Follow up Lead
5. Qualified?
   - Yes: Convert Lead to Prospect
     - Contact (Business Card)
     - Opportunity ($$$)
     - Follow up
     - Buy?
       - Yes: Deal Won
       - No: Deal Lost
   - No: Junk Leads
4. Qualified?
   - Yes: Convert Lead to Prospect
     - Contact (Business Card)
     - Opportunity ($$$)
     - Follow up
     - Buy?
       - Yes: Deal Won
       - No: Deal Lost
   - No: Junk Leads
Sales Flowchart – Existing Business (B2C)
(Cross-Selling & Up-Selling Opportunities)

Customer Database

Campaign

Success?

Opportunity ($$$)

Follow up

Buy?

Deal Won

Deal Lost

Offer Better Service
Definitions

B2B – Business to Business (One business selling products/services to another business)

*Ex: Company selling products to another company*

B2C – Business to Consumers (Businesses selling products/services to individuals)

*Ex: Individual person purchasing books from Amazon.com*

For more details refer: [http://zohocrm.wiki.zoho.com](http://zohocrm.wiki.zoho.com)

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