BUSINESSCPR Persuasion Process Template

Part of the BusinessCPR™ Management System, Step 5—Be Accountable for *Your* Results

Business owners who achieve financial freedom have a persuasion process that helps them get people to act because they believe in what they do and know that the more people who buy from them, the more people who benefit from what they do. Those who don't have a persuasion process always sell less than they should because they fail to shape demand, which leads to more people buying consistently. Go to https://business-cpr.com/articles/influencing-people-to-buy-requires-a-persuasion-not-a-sales-process/ to learn more about how the BusinessCPR™ Persuasion Process influences more people to buy.

Since all sales come down to persuading people to act and most small business sales are rarely based on an impulse to act, it is imperative you understand the series of actions requiring an employee of the seller to prompt a prospect to act. The BusinessCPR™ Persuasion Process Template is designed to help you identify for your business how the persuasion process that influences more people to buy moves a person from ignorance to interest to a decision to buy.

As you personalize the persuasion process for your business, remember that using this tool is about positioning prospects to make the best business decision because you see the value waiting for them when they decide to buy from you. Those who have documented how to guide people from consideration to purchase are focused on helping people buy the things they need to improve the quality of their lives or the results of their business.

The following persuasion process template is laid out by the influencing steps taken to convert a prospect into a customer structured around eight core phases that build on one another. Each phase has an objective, actions to take, and a deliverable. The purpose of each phase is to help a prospect through their journey of purchase consideration from initial contact to purchase.

We are here to help …

We recognize that most small businesses aren't resourced to invest in training their people to sell. The best get over this hurdle by documenting their persuasion process with supporting tools that lead prospective customers through awareness, consideration, interest, intent, purchase, and repeat purchase. A process they work over and over, day in and day out.

Should you have questions about implementing the BusinessCPR™ Persuasion Process or in using this template, email help@business-cpr.com to schedule a time to speak with one of our BusinessCPR™ Certified Business Scientists to get your questions answered.

Business CPR™ *Persuasion Process Phases*

Process Phases	Objective	Actions To Take	Deliverable
0. Target—identify what motivates an ideal prospect to act	Create our ideal customer profile to target for promoting to and prospecting with	Identify customers that are 1. Easy to work with 2. We make money on the work we do for them	Use ideal customer definition to find new while avoiding unprofitable and difficult to work with customers
1. Prospect—engage the target to begin the sales process	Build awareness and create leads for qualifying to filter out suspects	Cold Call, Advertise, Direct Mail, Public Relations, Signage, Website	Obtain an appointment; website traffic; info capture for lead-tracking system
2. Qualification—determine if a sales opportunity exists	Separate out the suspects from the prospects to protect your time and money	Assess buying readiness based on identifiable concerns and goals	Document basic customer information for follow-up management
3. Rapport—build common ground leading to like and trust in each other	Confirmation that you can work successfully together. If yes, begin discovery activities	Before they buy what we can do they buy us. Find areas of common ground to build on.	Go, no go decision based on ideal customer criteria
4. Discovery—needs analysis via data gathering and information exchange	Translate discontent, difficulty, and dissatisfaction into a want, a desire, or an intention to act that we can satisfy	Listen to statements expressing a want or a concern involving a discontent, difficulty, or dissatisfaction	Based on identified wants and concerns determine what solution we could cost effectively deliver for presentation in phase five
	Define criteria to determine the value of what they are considering	Confirm customer life and business objectives to be improved by our solution	Establish the value equation based on the size of the need and the cost of the solution
5. **Solution Presentation**—demonstration of solution fit and capability of delivering	As you present your solution, get the customer to tell you how they see your solution helping them	Keep your solution focused on the benefits to be realized tied to identified discovery needs	Confirm that what is being proposed is important to solving their problem
	Confirm why they find this solution helpful relative to their needs	Explore the value, usefulness or utility the customer perceives in the solution	Present the value equation based on their value criteria you established in discovery
6. **Commitment**—obtain the decision to buy the identified solution at the proposed price, then deliver	Address any open issues or concerns before proceeding	Confirm that objections and key concerns have been addressed	Propose an appropriate commitment. I.e., sales order, PO, or purchase
	Secure the order by PO, full payment, or deposit	Summarize the benefits, including what will be done by when	Deliver the solution and receive customer payment
7. **Follow-up**—on purchase satisfaction where a desire for repeat sales exists and with "warm" prospects until a definite yes or no	Measure the degree of purchase satisfaction	Confirm customer purchase satisfaction	Completed customer sat survey by phone or email
	Leave a positive impression so that when they have a need, they think of us	If they don't buy and rapport exists, see what else we can do to help their business	Determine how they would like us to follow-up with them in the future.
8. **Ask for Referrals**—invite the customer to introduce us to others we can help	Invite the referrer to transfer their trust and like for us to someone they think we can help	Be bold in asking for satisfied customers to help us find more people to do quality work for	Obtain an introduction from the referrer to get an influence lift from their relationship and to avoid a cold call

Our *Persuasion Process by Phase*

Process Phases	Objective	Actions To Take	Deliverable
0. **Target**— identify what motivates an ideal prospect to act			
1. **Prospect**— engage the target to begin the sales process			
2. **Qualification**— determine if a sales opportunity exists			
3. **Rapport**—build common ground leading to like and trust in each other			
4. **Discovery**—needs analysis via data gathering and information exchange			
5. **Solution Presentation**—demonstration of solution fit and capability of delivering			
6. **Commitment**—obtain the decision to buy the identified solution at the proposed price, then deliver			
7. **Follow-up**—on purchase satisfaction where a desire for repeat sales exists and with “warm” prospects until a definite yes or no			
8. **Ask for Referrals**—invite the customer to introduce us to others we can help			