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**Enterprise Development Trust Corporation**

Sales and Marketing Process

Step 1:

**Design a Marketing Campaign**

* + Review and Revisit your niche
  + Create Brand Identity guide
  + Define Benefits to the core niche market
  + Define the Unique Selling Points

Step 2:

**Produce Materials in Relation to Campaign**

1. Initial materials
   * For international campaigns create talking points and use Skype and trade manager, include live chat times. Use *Go To Meeting™* or *powwownow* ™ for a live conference b
   * Produce key questions for finding client pain
2. Follow up materials
   * Address Target Prospect’s Pain—Highlight services that address it.

Step 3:

**Set Up an Internal Response Team**

* + Designate 1 person to address responses to marketing campaign and to refer ripe prospects to the person that will close the sale.
    - Equip this internal responder with questions to personalize the prospect’s pain
    - Equip this internal responder with all marketing materials for services that meet the needs in the prospective niche market.

Step 4:

**Carry Out campaign**

Step 5:

Complete a Prospecting process. Adjust the following steps to meet the needs of your business:

1. Prospecting Process:
2. Reply within the same business day sending out follow up material (1-pagers on specific services that interest the prospect) and ask for appointment time to schedule a free 50 minute consultation.
3. *If customer wants to review materials before scheduling initial free consultation,* offer free membership in our business network club. It includes email newsletter, monthly webinars and periodic business networking socials
4. *After initial free consultation,* submit a proposed scope of work within the same business day (24 hours is the maximum time limit).
5. Call the client the next business day and ask if the received the scope of work and had any questions.
6. Conclude part D by asking if it is OK to send the agreement. Use a legally reviewed contract template adjusting the underlined parts.
7. Consider using the scope of work template if the client needs multiple services or the service has multiple deadlines.
8. The contract should be agreed upon by the President or Operations Manager, the Service or Project Manager and the Sales person that closed it.
9. Follow up on unsigned agreements.