

# Arroyo Sales Process

## I.D.Q.M.P.W

**“I don’t quote, Make Partnerships Win”**

**Initiate conversations with potential clients-** As many as possible by all means possible! Specializing and niching is a great idea! Face to face, phone, email, networking sessions, internal marketing plans etc. etc. etc.

**Discover opportunities-** Use Checklist to discover exposures, learn about your prospects business, concerns and where you can help them.... keep things simple, focused on the client, solution oriented and search for opportunities. Relationship building begins.

**Qualify opportunity(s)-** The art of asking questions and gathering information in determining if and when your prospect qualifies for your solutions, will they provide the information necessary and are they willing to purchase your solutions and products when presented (proposed) should they make sense. *Typically, a qualified opportunity must exist within 90 days.*

**Market to carriers-** Meet with Mentor and AM. Provide complete package to quote.

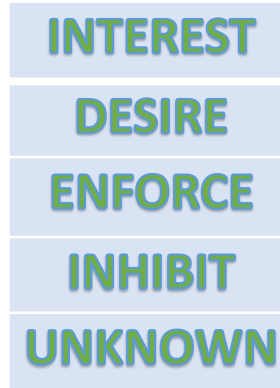
**Propose to prospect-** With the help of mentors, present your solutions and expose something missing, needed or corrected in current plans. Promote and offer key benefits and features in your solutions, bring your value adds, keep it simple, be sure you address discovered opportunities.

**Win account-** Input results into CRM (AMS) as **Won or Missed**. Input follow up for next possible opportunity with **prospect or client.**

# “Buying Process”

A perspective to consider

**PRODUCER / SALESPERSON**



**PROSPECTIVE BUYER**

- INTEREST =** PROSPECT READY TO LISTEN, CONSIDER, ENGAGE AND RESPOND
- DESIRE =** ASKS QUESTIONS, SHOWS SOME DESIRE OR INTEREST, PRESENTS CHALLENGE OR OPPORTUNITY
- ENFORCE =** AGGRESSIVE STOP. DO NOT NEED YOUR HELP or SERVICES
- INHIBIT =** CREATES BARRIERS, NO INTEREST, NO THANK YOU
- UNKNOWN =** NOT KNOWN

**PROSPECTS** start at the bottom of the scale and “moves” upward... a prospect will only consider your offer and respond when they are INTERESTED.

**PRODUCERS** (salespeople) do the exact opposite... as they attempt to gain interest and even when being successful in influencing a client up the scale... the effort and resistance encountered starts to “take a toll” pressuring a natural reaction (not response) to move down the scale.