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**THE 5  
OUTCOMES  
TO A SALES  
PROCESS**

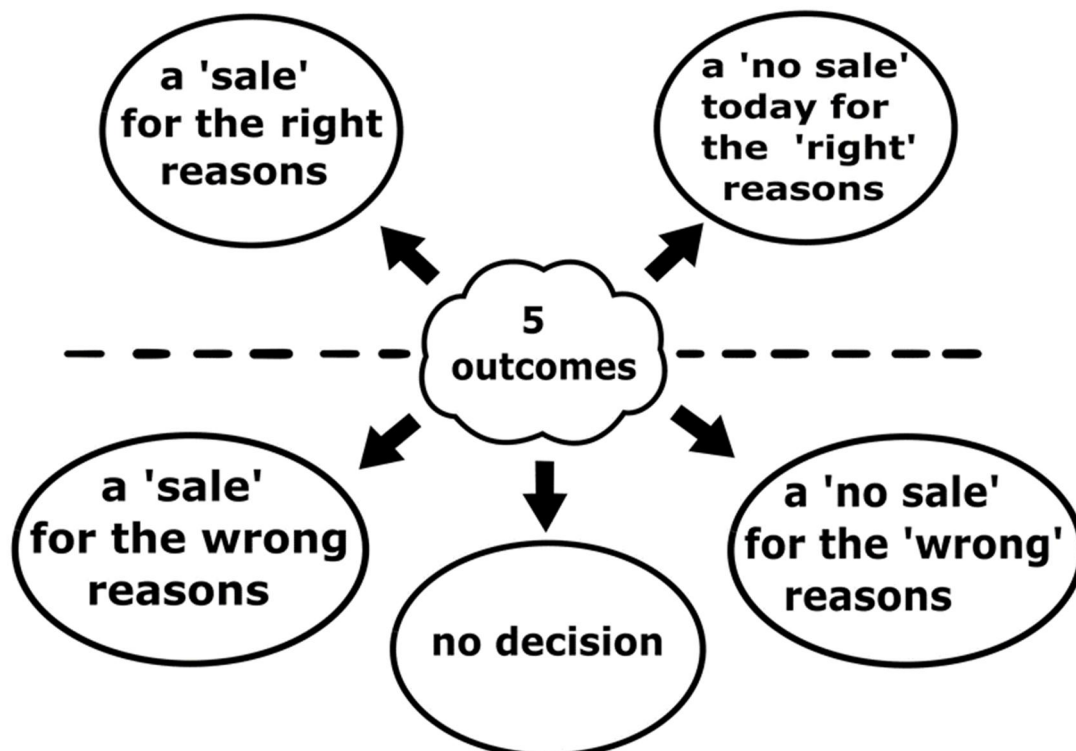
## The 5 Outcomes to a Sales Process

In any 'selling' situation (and, let's face it, that's every situation in life where you're trying to influence someone else), it's natural to want to get the outcome you're seeking. But there's a higher level of thinking: one that's far more effective in the long term. It's about acting in the best interests of the next 10 years rather than the next 10 minutes.



It's madness to expect to win every sale (yet many do!), so it makes life much easier, less stressful and more rewarding (and therefore stops you shooting yourself in the foot by acting from your base animal instincts), to realise that there are just 5 outcomes to a sales process, and to learn which ones to avoid (which is entirely in your power), and which ones are true success, even if you don't get the sale today...

Now that's refreshing!



## THE 5 OUTCOMES OF A SALES PROCESS