

# 4 Areas For B2B Sales Process Improvement

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- CRM: Integrate Process Stages into the CRM
- Ideal Client Profile: (ICP) Refine and be specific
- Use Leading, not Lagging indicators
  - First call connects and ICP fit, not revenue booked
- Post Mortems: Review your last 5 wins and losses-
  - Decision on \$, value, relationship, or something else?
  - Who was the decision maker?
  - Were they in target marget for us?
  - Did the value prop fit their need?



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