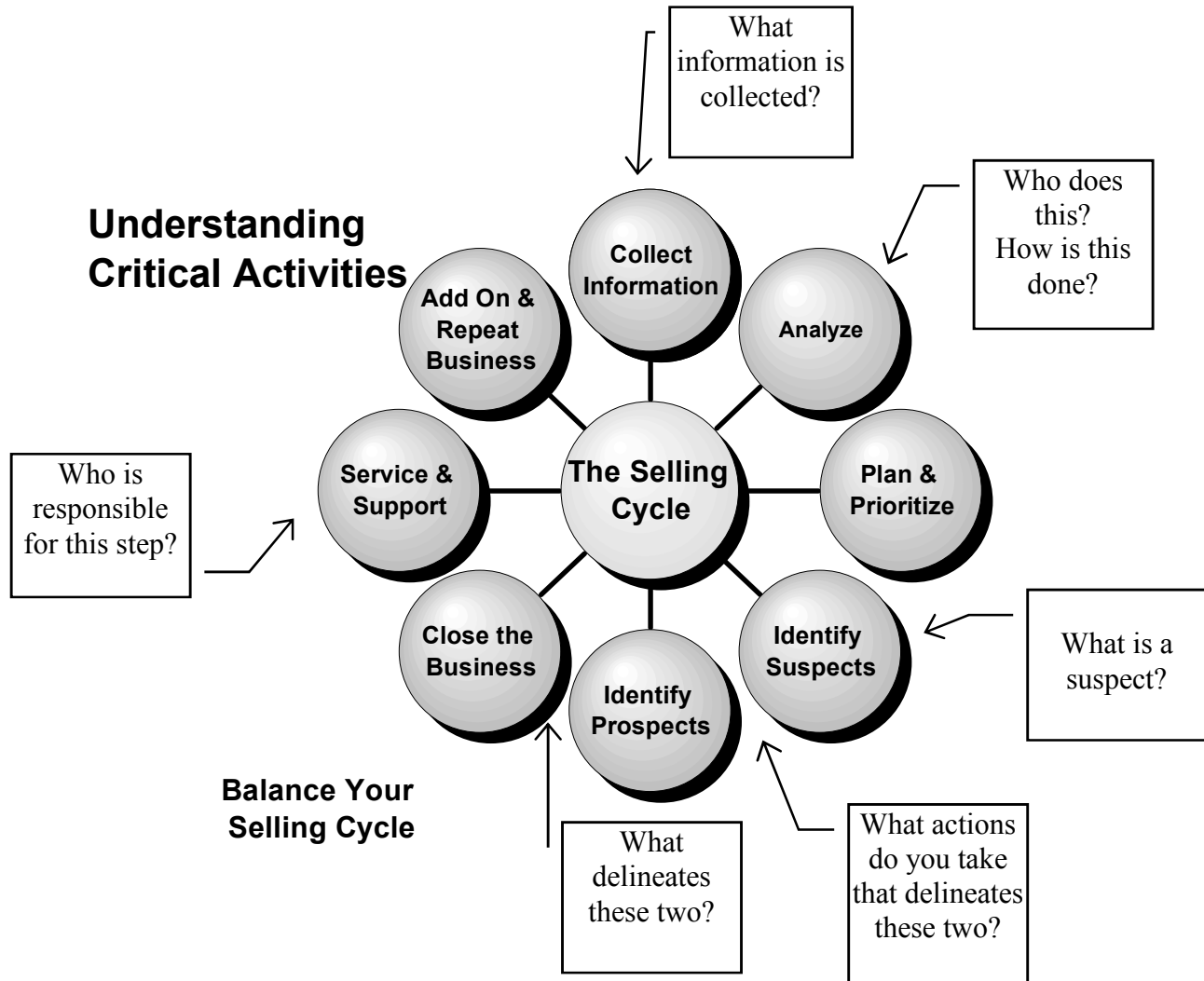


## Understanding Your Sales Cycle Model

Clockwise, from the top, review your selling cycle:



### Activities

A. First, go through the sales cycle and list for each of the eight steps the percent of your time that you spend on each area. The total should, for the purpose of this exercise equal 100 percent. Note that not all of your work time is spent on your sales cycle.

B. Next, go through the cycle again and list the ideal percent of time that you should be spending on each activity. After you do this, examine the implications of these two lists.