

GPCT Sales Process Checklist

Created by the team at [Weflow](#) ❤️

Step	Objective	Questions to Ask
Goals	Identify the short and long-term goals of your prospects	<ul style="list-style-type: none"> Do they need a solution for a specific project, or are they looking for something to help them in the long run? What are the company's goals for the next three years? How many new customers/revenue/sales leads do they need to reach their target?
Plans	Ask about their plans and strategies to implement	<ul style="list-style-type: none"> Are they already working on a solution, or do they need consulting for how to best achieve their goals? Is there a roadmap or plan put in place? What is being done differently to achieve the goals in comparison to previous years?
Challenges	Discuss the most important challenges they have faced so far & expect to deal with in the future	<ul style="list-style-type: none"> What are the obstacles the prospect is facing, preventing them from reaching their end goal? What were previous challenges they managed to overcome, and how? Are there any problems in the decision-making process or the current budget?
Timeline	Define the expected timeline of actions & discuss realistic timeframes	<ul style="list-style-type: none"> Does the prospect's company need to reach the goals by a tight deadline? Are they already working to achieve their goals in the specified timeframe? Can the prospect change the timeline or some of the goals should they prove to be unrealistic? Are there any other things that are currently a priority? Do they have the required budget to start working on the goals right now, or is it somewhere in the future?
Budget	Ask about budget expectations and possibilities	<ul style="list-style-type: none"> Are the prospects aware of your pricing conditions and is it what they expected? What are their most desirable ROI and profit margin? If it's a subscription service, for how long does the prospect's company want to sign up? How much money are the prospects currently spending without your product or service?
Authority	Figure out if you're speaking with a person of power who can make the purchase decision	<ul style="list-style-type: none"> Have they received other offers and what were the reasons for not choosing that company? Who else is involved in the buying decision process and is everyone on board on what they want their business to achieve? Has the business tried solving the problem internally and what were the challenges that came with that decision?
Negative Consequences & Positive Implications	Discuss the best and worst-case scenarios of this possible partnership & engagement with the service or product	<ul style="list-style-type: none"> What do they think will happen once they achieve the goals and what do they fear might happen if they don't? Does the prospect have expectations they think will be difficult to fulfill? What are their future plans after those goals are completed? Will achieving those goals bring any personal gain to the prospect such as a bonus or a promotion?