**Stage 1**: Introduction

* *Purpose* : Provide initial introduction to ElectroLIFE
* *Goal* : To secure/earn 2nd Meeting
* *Artifacts* : ELIFE Customer Email Template, VB Tri-fold, VB ElectroLIFE White Paper
* *Output* : The suspect is not interested – follow-up intermittently or not; The suspect is interested to lean more and agrees to second meeting.
* *Abstract* : This first meeting may consist of an informal call if the suspect is a known contact. Simply providing the appropriate information to gain acceptance or interest from the suspect is the focus. Setting the stage for the next meeting which is consultative in nature and will arm us with key data to classify the opportunity.

**Stage 2**: Consultation (1 or more meetings)

* *Purpose* : Gather initial data and determine if this suspect is a prospect for the ElectroLIFE solution
* *Goal* : Gather ROI information and relevant existing system details & To secure/earn 3rd Meeting
* *Artifacts* : Follow-up Email, VB NDA, VB Estimated ROI, VB Standard Slide Presentation (Given only after it is presented)
* *Output* : The suspect is not interested – follow-up intermittently or not; The suspect is interested and is now considered a prospect. Additional information and schedule a second meeting.
* *Abstract* : Typically, two (2) of us are involved from this stage forward and a major key is listening twice as much as we talk! Gathering all of the data to position the VB ROI & existing system information to facilitate the sale of ElectroLIFE in a consultative/trusted advisor approach.

**Stage 3**: Working the Opportunity (1 or more meetings)

* *Purpose* : Quantify the opportunity & close the opportunity if possible
* *Goal* : To convert the opportunity to a closed deal – Acquire Customer
* *Artifacts* : VB Sales Quote, additional documents as required to climax to VB Invoice
* *Output* : The prospect is not interested – follow-up intermittently but Opportunity is dead (Not included in pipeline) ; The prospect is very interested and the opportunity (listed on pipeline) moves forward in the sales cycle towards converting to a customer.
* *Abstract* : We are preparing the sales quote, addressing all customer concerns, and working to close the opportunity.