

# What is Sales Process Brainstorming?

A Tool Used By Teams For Creative  
Exploration Of Options To Improve  
Sales Process In An Environment  
Free Of Criticism.

# Benefits Of Sales Process Brainstorming

- Creativity
- Large Number Of Ideas
- All Team Members Involved
- Sense Of Ownership In Decisions
- Input To Other Tools

# Sales Process Brainstorming Ground Rules

- Active Participation By Everyone
- No Discussion
- Build On Others' Ideas
- Display Ideas As Presented
- Set A Time Limit
- Clarify And Combine

# Sales Process Brainstorming Sequence

- Review The Rules
- Set A Time Limit
- State The Question
- Collect Ideas
  - > Structured
  - > Unstructured

- Record Ideas
- Clarify The Meaning
- Eliminate Duplications