

Marketing Business Services: The Nine Process Steps

This is the basic sequence of activities – from start to finish – to create or keep business customers. Partners across programs work together to standardize and consistently operate these processes.

1. Responding or Initiating
2. Assessing Wants and Requirements
3. Partnering and Prioritizing
4. Packaging and Customizing
5. Presenting and Promoting
6. Promising and Converting
7. Ensuring Quality Delivery
8. Assessing Satisfaction
9. Upgrading and Retaining

Excerpted from the seminar: "Marketing and Outreach Strategies, Tips and Tools to Make Businesses Your Customers"