

# A SALES PROCESS

**Your sales results aren't luck – they're the outcome of process and strategy. Femprenelle founder Justine Lawrence-Piccott explains how to stop hoping and start creating predictable revenue**

**M**ost business owners know they need customers, so they double down on marketing – posting on social media, running ads, networking, and hoping for inbound leads. But here's the hard truth – marketing creates awareness, sales create revenue.

Even the best marketing efforts can lead to unpredictable results without a structured sales process. Research by Harvard Business Review shows that businesses with a standardised sales process see **up to a 28% increase in revenue** compared with those without one.

Business owners who rely purely on “putting themselves out there” often find that some months are great, others are dry, and they never quite know why.

Imagine two business owners at a networking event. One speaks with people, hands out cards and hopes for a follow-up. The other has a clear sales process: they ask qualifying questions, capture contact details and follow up strategically. Who do you think gets more sales?

Many business owners avoid sales because they think it requires being charismatic or naturally confident.

**“Sales is a process, not a personality trait”**

Top-performing businesses don't rely on talent, they rely on repeatable systems. A sales process isn't about being pushy. It's about:

- Knowing who you serve (so you stop wasting time on the wrong leads)
- Understanding how they make decisions (so you guide, not guess)
- Tracking conversations (so no opportunity falls through the cracks).

If you're treating sales like a guessing game, you'll get random results. But if you treat it like a system, you'll get predictable revenue.

# THAT WORKS

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**THE FEMPRENELLE SALES SYSTEM**

**Don't you think it's time to get off the revenue rollercoaster?**

The best business owners don't wait for sales to happen – they create a system that ensures consistent revenue with three simple steps:

- 1** Define your sales process (who you talk to, when, and how).
- 2** Track key metrics (so you stop guessing what's working).
- 3** Improve based on data (so sales feel strategic, not stressful)

**“If your revenue feels like a rollercoaster, it's not because you need more leads. It's because you need a better sales system.”**

**~ Justine Lawrence-Piccott**

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## 3 Metrics To Transform Your Sales

- 1 Lead Conversion Rate**  
How many inquiries turn into sales conversations?
- 2 Sales Cycle Length**  
How long does it take from first conversation to closing the deal?
- 3 Win Rate**  
How many leads are closing to become customers?

