

Your Guide Through the 7 Steps of the Sales Journey

B2B sales can be challenging, but it doesn't have to be difficult. Many companies struggle with finding the right prospects, prioritizing leads, and keeping track of the entire process, leading to missed opportunities and stress. Here's a guide to the 7 steps of the sales journey—and how to tackle the challenges along the way.

1

Prospecting: Finding the Right Customers

The Challenge: Prospecting is time-consuming and often inefficient when relying on outdated lists and manual methods.

The Solution: Lime Go provides a prospecting engine with up-to-date company information from Dun & Bradstreet. Easily filter relevant companies and focus on those with the highest potential.

2

Generate Leads: Filling Your Pipeline

The Challenge: Generating high-quality leads is a struggle for many sales teams. Cold calling and uncertain tips often result in a pipeline filled with low-priority or uninterested leads, creating inconsistent sales peaks and dips.

The Solution: Lime Go helps you build your pipeline in a structured way. Quickly identify companies that match your ideal customer profile and add them with just a few clicks—ensuring a steady flow of high-quality leads.

3

Qualify: Prioritizing the Right Leads

The Challenge: Not every lead in your pipeline is worth your time. Sales reps often spend too much time on leads that aren't ready to buy, making it harder to reach their targets.

The Solution: Lime Go helps you quickly qualify leads with precise criteria and prioritize the most promising ones. With a pre-qualified lead database, you can focus on the right deals.

4

Close Deals: Increasing Your Win Rate

The Challenge: Closing a deal can feel like a marathon—without clear follow-ups and structure, you lose momentum. Poor communication and lack of pipeline visibility often lead to missed opportunities.

The Solution: Lime Go gives you full control over your pipeline with a clear overview and reminders for perfect timing. This reduces the risk of losing deals and boosts your win rate!

5

Manage Customers: Building Strong Relationships

The Challenge: Retaining a customer requires structure—without a clear view of history and needs, you risk churn.

The Solution: Lime Go keeps everything in one place, helping you plan, follow up, and build loyalty. The result? Happier customers and more business opportunities!

6

Accurate Data: Making Data-Driven Decisions

The Challenge: Inaccurate data slows growth and leads to poor decisions. Without updated information, you risk inefficiency and lost deals.

The Solution: With Dun & Bradstreet, you always have access to up-to-date and reliable data—giving you better insights for prospecting, qualification, and upselling.

7

Upsell: Identifying New Opportunities

The Challenge: Many businesses miss upselling opportunities despite having a loyal customer base. Without the right tools, identifying new needs is difficult.

The Solution: Lime Go analyzes customer history and needs to uncover potential. This helps you increase CLV (Customer Lifetime Value) and maximize every customer relationship.