

# Sales SOP Template

## Basic information

Company	
Document title	
Document version	
Created by	
Approved by	
Purpose	

## Scope

*Outline the specifics of what the SOP does and does not cover in order to avoid overlap.*

The SOP covers:	The SOP does NOT cover:

## Roles and responsibilities

*Define the roles of the entire team and their responsibilities.*

Role	Responsibilities
Role 1	
Role 2	
Role 3	

## Procedures

*Define the steps that make up the SOP.*

### Lead generation procedure

Step 1	
Step 2	
Step 3	

### Lead qualification procedure

Step 1	
Step 2	
Step 3	

### Sales call procedure

Step 1	
Step 2	
Step 3	

### Customer nurturing procedure

Step 1	
Step 2	
Step 3	

### Sales reporting procedure

Step 1	
Step 2	
Step 3	

## Terminology

*Outline any specific terms or abbreviations relevant to the SOP.*

Term	Definition

## FAQ

*Cover any frequently asked questions employees might have about the SOP.*

Question 1:

Answer:

Question 2:

Answer:

## Resources

*List links to any additional documents or tools relevant to this SOP.*

Item	Summary

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