

#### [Company Name]

[Title]

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#### Presented by: User

# Due Diligence Checklist

A checklist that helps you keep focused on your sales pipeline and tasks is an important part of a successful sales plan. Use these steps to create a Due Diligence Checklist appropriate to your company's sales process.

## Overview

The Due Diligence Checklist ensures that important sales criteria are reviewed, analyzed, and accepted in chronological order.

## Develop Prospect

Developing prospects includes the thorough investigation of a company or individual to assess their potential as a client.

### Identify prospect

You identify potential clients by using such sources as the newspaper, referrals, and research firms.

Potential clients identify you through such sources as direct mail, advertising, and referral.

### Contact prospect

You contact a potential client by phone or in person.

A potential client contacts you by phone, e-mail, or mail.

Acquire basic account and contact information, including such information as annual sales, branches, and corporate size, as needed.

Perform high-level prequalification of prospect by determining such criteria as fiscal stability or strategic value.

## Qualify Opportunity

### Review

Review the viability of the opportunity by defining the client's need for your product, the scope of and objectives for engaging this client, and your company's ability to accomplish the scope and objectives.

## Prepare and Present Solution

### Define proposal of work

Clarify and confirm details and budget with client by defining the timeframe, scope of effort, and the resources and product that the client requires.

Define resources, including people, materials, locations, and distribution center.

Present proposal to the client.

## Close

### Formal acceptance

Develop any required sales contracts, including statements of work and professional sales agreements.

Sign the contracts.

Assign resources necessary to complete the project.

| Resource | Reports To | Responsibilities |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

## Sample Checklist

| Date Completed | Due Diligence Task | Notes |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

## Deliver Products or Services

### Complete the accepted work

After you have completed the work, provide your customer with a schedule of work completed. Obtain the necessary signatures to document that the customer found the work satisfactory upon completion.

## Payment

### Invoice the client

Send the client a formal invoice that will serve as a tracking mechanism for both your business and the client.

### Receive payment

Acknowledge receipt of the payment for your records.

## Customer Satisfaction

### Validate customer satisfaction

Make a follow-up call to the customer to ensure his satisfaction and to enhance customer service.

### Gather references

Ask the customer if you can count on them for a positive reference. Request that a letter be sent to your office.

### Define case study

Document the things you learned and identify what worked and what didn’t so you can repeat the positive aspects of your sale next time.

## Sample Checklist

### Due Diligence Checklist

| Completed | Task | Notes |
| --- | --- | --- |
|  | Research potential clients |  |
|  | What vendors could be clients? |  |
|  | Call potential client company |  |
|  | Identify main contact at potential client company |  |
|  | Get account information: annual sales, how many branches, number of employees, etc. |  |
|  | Based on sales numbers, how good is this company as a potential customer? |  |
|  | Why do they need me? |  |
|  | How much work is needed to secure an "A" sale? |  |