

Sales Lifecycle

We sell ResearchEquals services according to our flywheel:

- Capture - creating new client relationships
- Nurture - strengthening existing client relationships
- Amplify - amplifying the client's story

These three form a cycle of capture, nurture, and amplify of client relationships. Each step in the lifecycle is represented below.

- [Creating new client relationships](#)
- [Strengthening existing client relationships](#)
- [Amplifying client's story](#)

Creating new client relationships

Opportunity Pipeline

1. Pitch ResearchEquals
2. Discuss Details
3. Offer
4. Signing

Strengthening existing client relationships

Opportunity Pipeline

1. Kindle Contact
2. Explore Options
3. Renew Offer
4. Upgrade Services

Amplifying client's story

Opportunity Pipeline

1. Impact Signal
2. Details Received
3. Amplification Shared
4. Mutual Communication