

I'm not a bot



Arpentina) by Pedro de Mendoza. 1537: The Portuguese establish Recife in Pernambuco, north-east of Brazil. 1537: William Tyndale's partial translation of the Bible into English is published, which would eventually be incorporated into the King James Bible. 1538: Gonzalo Jiménez de Quesada founds Bogotá. 1538: Spanish-Venetian fleet is defeated by the Ottoman Turks at the Battle of Preveza. 1539: Hernando de Soto explores inland North America. Nicolaus Copernicus 1540: The Society of Jesus, or the Jesuits, is founded by Ignatius of Loyola and six companions with the approval of Pope Paul III. 1540: Sher Shah Suri founds the Suri dynasty in South Asia, an ethnic Pashtun (Pathan) of the house of Sur, who supplanted the Mughal dynasty as rulers of North India during the relatively ineffectual second Mughal emperor Humayun. Sher Shah Suri decisively defeats Humayun in the Battle of Bilgram (May 17, 1540). 1541: Pedro de Valdivia founds Santiago in Chile. 1541: An Algerian military campaign by Charles V of Spain (Habsburg) is unsuccessful. 1541: Amazon River is encountered and explored by Francisco de Orellana. 1541: Capture of Buda and the absorption of the major part of Hungary by the Ottoman Empire. 1541: Sahih I Giray of Crimea invades Russia. 1542: The Italian War of 1542-1546 War resumes between Francis I of France and Emperor Charles V. This time Henry VIII is allied with the Emperor, while James V of Scotland and Sultan Suleiman I are allied with the French. 1542: Akbar The Great is born in the Rajput Umartok Fort 1542: Spanish explorer Ruy López de Villalobos names the island of Samar and Leyte Las Islas Filipinas honoring Philip II of Spain and became the official name of the archipelago. 1543: Ethiopian/Portuguese troops defeat the Adal army led by Imam Ahmad Gurey at the Battle of Wayna Daga; Imam Ahmad Gurey is killed at this battle. 1543: Copernicus publishes his theory that the Earth and the other planets revolve around the Sun 1543: The Nanban trade period begins after Portuguese traders make contact with Japan. 1544: The French defeat an imperial-Spanish army at the Battle of Ceresole.Scenes of everyday life in Ming China, by Qiu Ying 1544: Battle of the Shills in Scotland. The Frasers and Macdonalds of Clan Ranald fight over a disputed chiefship; reportedly, 5 Frasers and 8 Macdonalds survive. 1545: Songhai forces sack the Malian capital of Niamei 1545: The Council of Trent meets for the first time in Trent (in northern Italy). 1546: Michelangelo Buonarroti is made chief architect of St. Peter's Basilica. 1546: Francis Xavier works among the peoples of Ambon, Ternate and Morota (Moro) laying the foundations for a permanent mission. (to 1547) 1547: Henry VIII dies in the Palace of Whitehall on 28 January at the age of 55. 1547: Francis I dies in the Château de Rambouillet on 31 March at the age of 52. 1547: Edward VI becomes King of England and Ireland on 28 January and is crowned on 20 February at the age of 9. 1547: Emperor Charles V decisively dismantles the Schmalkaldic League at the Battle of Mühlberg. 1547: Grand Prince Ivan the Terrible is crowned tsar of (All) Russia, thenceforth becoming the first Russian tsar. 1548: Battle of Uedahara: Firearms are used for the first time on the battlefield in Japan, and Takeda Shingen is defeated by Murakami Yoshikiyo. 1548: Askia Daoud, who reigned from 1548 to 1583, establishes public libraries in Timbuktu (1547-1580). The Ming dynasty government of China issues a decree banning all foreign trade and closes down all seaports along the coast; these Hai jin laws came during the Wokou wars with Japanese pirates. 1549: Tomé de Sousa establishes Salvador in Bahia, north-east of Brazil. 1549: Arya Penangsang with the support of his teacher, Sunan Kudus, avenges the death of Raden Kikin by sending an envoy named Rangkuo to kill Sunan Prawoto by Keris Kyai Satan Kober (in present-day Indonesia). The Islamic gunpowder empires: Mughal Army artillerymen during the reign of Jhalaluddin Akbar 1550: The architect Mimar Sinan builds the Süleymaniye Mosque in Istanbul. 1550: Mongols led by Altan Khan invade China and besiege Beijing. 1550-1551: Valladolid debate concerning the human rights of the Indigenous people of the Americas. 1551: Fifth outbreak of sweating sickness in England. John Caius of Shrewsbury writes the first full contemporary account of the symptoms of the disease. 1551: North African pirates enslave the entire population of the Maltese island Gozo, between 5,000 and 6,000, sending them to Libya. 1552: Russia conquers the Khanate of Kazan in central Asia. 1552: Jesuit China Mission, Francis Xavier dies. 1553: Mary Tudor becomes the first queen regnant of England and restores the Church of England under Papal authority. 1553: The Portuguese found a settlement at Macau. 1554: Missionaries José de Anchieta and Manuel da Nóbrega establishes São Paulo, southeast Brazil. 1554: Princess Elizabeth is imprisoned in the Tower of London upon the orders of Mary I for suspicion of being involved in the Wyatt rebellion. 1555: The Muscovy Company is the first major English joint stock trading company. 1556: Publication in Venice of Delle Navigazioni et Viaggi (terzo volume) by Giovanni Battista Ramusio, secretary of Council of Ten, with plan La Terra de Hochelaga, an illustration of the Hochelaga.[13] 1556: The Shaanxi earthquake in China is history's deadliest known earthquake during the Ming dynasty. 1556: Georgius Agricola, the "Father of Mineralogy", publishes his *De re metallica*. 1556: Akbar defeats Hemu at the Second battle of Panipat. 1556: Russia conquers the Astrakhan Khanate. 1556-1605: During his reign, Akbar expands the Mughal Empire in a series of conquests (in the Indian subcontinent).Political map of the world in 1556 1556: Mir Chakar Khan Rind captures Delhi with Humayun. 1556: Pomponio Algerio, radical theologian, is executed by boiling in oil as part of the Roman Inquisition. 1557: Habsburg Spain declares bankruptcy. Philip II of Spain had to declare four state bankruptcies in 1557, 1560, 1575 and 1596. 1557: The Portuguese settle in Macau (on the western side of the Pearl River Delta across from present-day Hong Kong). 1557: The Ottomans capture Massawa, all but isolating Ethiopia from the rest of the world. 1558: Elizabeth Tudor becomes Queen Elizabeth I at age 25. 1558-1603: The Elizabethan era is considered the height of the English Renaissance. 1558-1563: Livonian War between Poland, Grand Principality of Lithuania, Sweden, Denmark and Russia. 1558: After 200 years, the Kingdom of England loses Calais to France. 1559: With the Peace of Cateau Cambresis, the Italian Wars conclude. 1559: Sultan Hairun of Ternate (in present-day Indonesia) protests the Portuguese's Christianisation activities in his lands. Hostilities between Ternate and the Portuguese. The Mughal Emperor Akbar shoots the Rajput warrior Jaimal during the Siege of Chittorgarh in 1567 1560: Ottoman navy defeats the Spanish fleet at the Battle of Djerba. 1560: Elizabeth Bathory is born in Nyirbator, Hungary. 1560: By winning the Battle of Okeahazama, Oda Nobunaga becomes one of the pre-eminent warlords of Japan. 1560: Jeanne d'Albret declares Calvinism the official religion of Navarre. 1560: Lazarus Church, Macau 1561: Sir Francis Bacon is born in London. 1561: The fourth battle of Kawanakajima between the Uesugi and Takeda at Hachimanbara takes place. 1561: Guido de Bredes draws up the Belgic Confession of Protestant faith. 1562: Mughal emperor Akbar reconciles the Muslim and Hindu factions by marrying into the powerful Rajput Hindu caste. 1562-1598: French Wars of Religion between Catholics and Huguenots. 1562: Massacre of Wassy and Battle of Dreux in the French Wars of Religion. 1562: Portuguese Dominican priests build a palm-trunk fortress which Javanese Muslims burned down the following year. The fort was rebuilt from more durable materials and the Dominicans commenced the Christianisation of the local population.[12] 1563: Plague outbreak claimed 80,000 people in Elizabethan England. In London alone, over 20,000 people died of the disease. 1564: Galileo Galilei born on February 15 1564: William Shakespeare baptized 26 April 1565: Deccan sultanates defeat the Vijayanagara Empire at the Battle of Talikota. 1565: Mir Chakar Khan Rind dies at aged 97. 1565: Estácio de Sá establishes Rio de Janeiro in Brazil. 1565: The Hospitallers, a Crusading Order, defeat the Ottoman Empire at the siege of Malta (1565). 1565: Miguel López de Legazpi establishes in Cebu the first Spanish settlement in the Philippines starting a period of Spanish colonization that would last over three hundred years. 1565: Spanish navigator Andres de Urdaneta discovers the maritime route from Asia to the Americas across the Pacific Ocean, also known as the tornaviaje. 1565: King Sebastian of Portugal is killed at the Battle of Alcazarquivir. 1578: The Portuguese establish a fort on Tidore but the main centre for Portuguese activities in Maluku becomes Ambon.[12] 1578: Sonam Gyatso is conferred the title of Dalai Lama by Tumed Mongol ruler. 1567-1568: Eighty Years' War between Spain and the Netherlands. 1566: De la Balle Contrade d'Oriente, composed by Cipriano de Rore. 1567: After 45 years' reign, Jiajing Emperor died in the Forbidden City. Longqing Emperor ascended the throne of Ming dynasty. 1567: Mary, Queen of Scots, is imprisoned by Elizabeth I. 1568: The Transylvanian Diet, under the patronage of the prince John Sigismund Zápolya, the former king of Hungary, inspired by the teachings of Ferenc Dávid, the founder of the Unitarian Church of Transylvania, promulgates the Edict of Torda, the first law of freedom of religion and of conscience in the world. 1568-1571: Morisco Revolt in Spain. 1568-1600: The Azuchi-Momoyama period in Japan. 1568: Hadiwijaya sent his adopted son and son-in-law Sutawijaya, who would later become the first ruler of the Mataram dynasty of Indonesia, to kill Arya Penangsang. 1569: Rising of the North in England. 1569: Mercator 1569 world map published by Gerardus Mercator. 1569: The Polish-Lithuanian Commonwealth is created with the Union of Lublin which lasts until 1795. 1569: Peace treaty signed by Sultan Hairun of Ternate and Governor Lopez De Mesquita of Portugal. The Battle of Lepanto 1570: Ivan the Terrible, tsar of Russia, orders the massacre of inhabitants of Novgorod. 1570: Pope Pius V issues Regnans in Excelsis, a papal bull excommunicating all who obeyed Elizabeth I and calling on all Catholics to rebel against her. 1570: Sultan Hairun of Ternate (in present-day Indonesia) is killed by the Portuguese.[12] Babullah becomes the next Sultan. 1570: 20,000 inhabitants of Nicosia in Cyprus were massacred and every church, public building, and palace was looted. Cyprus fell to the Ottoman Turks the following year. 1571: Pope Pius V completes the Holy League as a united front against the Ottoman Turks, responding to the fall of Cyprus to the Ottomans. 1571: The Spanish-led Holy League navy destroys the Ottoman Empire navy at the Battle of Lepanto. 1571: Crimean Tatars attack and sack Moscow, burning everything but the Kremlin. 1571: American Indians kill Spanish missionaries in what would later be Jamestown, Virginia. 1571: Spanish conquistador Miguel López de Legazpi establishes Manila, Philippines as the capital of the Spanish East Indies. 1572: Brielle is taken from Habsburg Spain by Protestant Watergeuzen in the Capture of Brielle, in the Eighty Years' War. 1572: Spanish conquistadores apprehend the last Inca leader Tupak Amaru at Vilcabamba, Peru, and execute him in Cuzco. 1572: Jeanne d'Albret dies aged 43 and is succeeded by Henry of Navarre. 1572: Catherine de' Medici instigates the St. Bartholomew's Day massacre which takes the lives of Protestant leader Gaspard de Coligny and thousands of Huguenots. The violence spreads from Paris to other cities and the countryside. 1572: First edition of the epic The Lusiards of Luis Vaz de Camões, three years after the author returned from the East.[14] 1572: The 9 years old Taizi, Zhu Yijun ascended the throne of Ming dynasty, known as Wanli Emperor. 1573: After heavy losses on both sides the siege of Haarlem ends in a Spanish victory.St. Bartholomew's Day massacre of French Protestants 1574: in the Eighty Years' War the capital of Zeeland, Middelburg declares for the Protestants. 1574: After a siege of 4 months the siege of Leiden ends in a comprehensive Dutch rebel victory. 1575: Oda Nobunaga finally captures Nagashima fortress. 1575: Following a five-year war, the Ternateans under Sultan Babullah defeated the Portuguese. 1576: Tahmasp I, Safavid shah, dies. 1576: The Battle of Haldighati is fought between the ruler of Mewar, Maharana Pratap and the Mughal Empire's forces under Emperor Akbar led by Raju Man Singh. 1576: Sack of Antwerp by badly paid Spanish soldiers. 1577-1580: Francis Drake circles the world. 1577: Ki Ageng Pemanahan built his palace in Pasargede or Kotagede. 1578: King Sebastian of Portugal is killed at the Battle of Alcazarquivir. 1578: The Portuguese establish a fort on Tidore but the main centre for Portuguese activities in Maluku becomes Ambon.[12] 1578: Sonam Gyatso is conferred the title of Dalai Lama by Tumed Mongol ruler. 1578: Akbar annexes Kashmir and adds it to the Kabul SubahPortuguese fusta in India from a book by Jan Huygen van Linschoten 1585-1604: The Anglo-Spanish War is fought on both sides of the Atlantic. 1587: Mary, Queen of Scots is executed by Elizabeth I. 1587: The reign of Abbas I marks the zenith of the Safavid dynasty. 1587: Troops that would invade Pajang Mataram Sultanate storm ravaged the eruption of Mount Merapi. Sutawijaya and his men survived. 1588: Mataram into the kingdom with Sutawijaya as Sultan, titled "Senapati Ingalaya Sayidin Panatagama" means the warlord and cleric Mamanar Religious Life. 1588: England repulses the Spanish Armada. 1589: Spain repulses the English Armada. 1589: Catherine de' Medici dies at aged 69. Abu'l-Fazl ibn Mubarak presenting Akbarnama to Mughal Azam Akbar, Mughal miniature 1590: Siege of Odawara: the Go-Hojo clan surrender to Toyotomi Hideyoshi, and Japan is unified. 1591: Gazi Giray leads a huge Tatar expedition against Moscow. 1591: In Mali, Moroccan forces of the Sultan Ahmad al-Mansur led by Judar Pasha defeat the Songhai Empire at the Battle of Tondibi. 1592-1593: John Stow reports 10,675 plague deaths in London, a city of approximately 200,000 people. 1592-1598: Korea, with the help of Ming dynasty China, repels two Japanese invasions. 1593-1606: The Long War between the Habsburg monarchy and the Ottoman Turks. 1594: St. Paul's College, Macau, founded by Alessandro Valignano. 1595: First Dutch expedition to Indonesia sets sail for the East Indies with two hundred and forty-nine men and sixty-four cannons led by Cornelis de Houtman,[18] 1596: Birth of René Descartes. 1596: June, de Houtman's expedition reaches Banten the main pepper port of West Java where they clash with both the Portuguese and Indonesians. It then sails east along the north coast of Java losing twelve crew to a Javanese attack at Sidaya and killing a local ruler in Madura.[18] 1597: Romeo and Juliet is published. 1597: Cornelis de Houtman's expedition returns to the Netherlands with enough spices to make a considerable profit.[18]1598: The Edict of Nantes ends the French Wars of Religion. 1598: Abbas I moves Safavids capital from Qazvin to Isfahan in 1598. 1598-1613: Russia descends into anarchy during the Time of Troubles. 1598: The Portuguese require an armada of 90 ships to put down a Solorese uprising.[12] (to 1599) 1598: More Dutch fleets leave for Indonesia and most are profitable.[18]Edo period screen depicting the Battle of Sekigahara 1598: The province of Santa Fe de Nuevo México is established in Northern New Spain. The region would later become a territory of Mexico, the New Mexico Territory in the United States, and the US State of New Mexico. 1598: Death of Toyotomi Hideyoshi, known as the unifier of Japan. 1599: The Mali Empire is defeated at the Battle of Jenné. 1599: The van Neck expedition returns to Europe. The expedition makes a 400 per cent profit.[18] (to 1600) 1599: March, Leaving Europe the previous year, a fleet of eight ships under Jacob van Neck was the first Dutch fleet to reach the 'Spice Islands' of Maluku.[18] 1600: Giordano Bruno is burned at the stake for heresy in Rome.Siege of Filakovo castle during the Long Turkish War 1600: Battle of Sekigahara in Japan. End of the Warring States period and beginning of the Edo period. 1600: The Portuguese win a major naval battle in the bay of Ambon.[19] Later in the year, the Dutch join forces with the local Hituese in an anti-Portuguese alliance, in return for which the Dutch would have the sole right to purchase spices from Hitu.[19] 1600: Elizabeth I grants a charter to the British East India Company beginning the English advance in Asia. 1600: Michael the Brave unifies the three principalities: Wallachia, Moldavia and Transylvania after the Battle of Selmehár from 1599. For later events, see Timeline of the 17th century. Polybius' The Histories translated into Italian, English, German and French.[20] Mississippian culture disappears. Medallion ring, variant Star Usnak style, Anatolia (modern Turkey), is made. It is now kept at the Saint Louis Art Museum. Hernán Cortés (1485-1547) Henry VIII, 1491-1547) King of England and Ireland Don Fernando Alvarez de Toledo (1507-1562) Suleiman the Magnificent, Sultan of the Ottoman Empire (1520-1566) Ivan IV the Terrible (1530-1584) Oda Nobunaga (1534-1582) Sir Francis Drake (c. 1540 - 1596) Alberico Gentili, (1552-1608) the Father of international law Philip II of Spain, King of Spain (1556-1598) Akbar the Great, Mughal emperor (1556-1605) Related article: List of 16th century inventions. The Columbian Exchange introduces many plants, animals and diseases to the Old and New Worlds. Introduction of the spinning wheel revolutionizes textile production in Europe. The letter J is introduced into the English alphabet. 1500: First portable watch is created by Peter Henlein of Germany.The Iberian Union in 1598, under Philip II, King of Spain and Portugal 1513: Juan Ponce de León sights Florida and Vasco Núñez de Balboa sights the eastern edge of the Pacific Ocean. 1519-1522: Ferdinand Magellan and Juan Sebastián Elcano lead the first circumnavigation of the world. 1519-1540: In America, Hernando de Soto expeditions map the Gulf of Mexico coastline and bays. 1525: Modern square root symbol (√) 1540: Francisco Vázquez de Coronado sights the Grand Canyon. 1541-42: Francisco de Orellana sails the length of the Amazon River. 1542-43: Firearms are introduced into Japan by the Portuguese. 1543: Copernicus publishes his theory that the Earth and the other planets revolve around the Sun 1545: Theory of complex numbers is first developed by Gerolamo Cardano of Italy. 1558: Camera obscura is first used in Europe by Giambattista della Porta of Italy. 1559-1562: Spanish settlements in Alabama/Florida and Georgia confirm dangers of hurricanes and local native warring tribes. 1565: Spanish settlers outside New Spain (Mexico) colonize Florida's coastline at St. Augustine. 1565: Invention of the graphite pencil (in a wooden holder) by Conrad Gesner. Modernized in 1812. 1568: Gerardus Mercator creates the first Mercator projection map. 1572: Supernova SN 1572 is observed by Tycho Brahe in the Milky Way. 1582: Gregorian calendar is introduced in Europe by Pope Gregory XIII and adopted by Catholic countries.. c. 1583: Galileo Galilei of Pisa, Italy identifies the constant swing of a pendulum, leading to development of reliable timekeepers. 1585: earliest known reference to the 'sailing carriage' in China. 1589: William Lee invents the stocking frame. 1591: First flush toilet is introduced by Sir John Harrington of England, the design published under the title 'The Metamorphosis of Ajax'. 1593: Galileo Galilei invents a thermometer. 1596: William Barents discovers Spitsbergen. 1597: Opera in Florence by Jacopo Peri. Entertainment in the 16th century ^ a b Modern reference works on the period tend to follow the introduction of the Gregorian calendar for the sake of clarity; thus NASA's lunar eclipse catalogue states "The Gregorian calendar is used for all dates from 1582 Oct 15 onwards. Before that date, the Julian calendar is used." For dates after 15 October 1582, care must be taken to avoid confusion of the two styles. ^ de Vries, Jan (14 September 2009). "The limits of globalization in the early modern world". The Economic History Review. 63 (3): 710-733. CiteSeerX 10.1.1.186.2862. doi:10.1111/j.1468-0289.2009.00497.x. JSTOR 40929823. S2CID 219969360. URL 1635517. ^ Singh, Sarina; Lindsay Brown; Paul Clammer; Rodney Cocks; John Cook (2008). Pakistan & the Karakoram Highway. Vol. 7. illustrated. Lonely Planet. p. 137. ISBN 978-1-74104-542-0. Retrieved 23 August 2010. ^ Babur (2006). Babur Nama. Penguin Books. p. vii. ISBN 978-0-14-400149-1. ^ "16th Century Timeline (1501 to 1600)". fsmitha.com. Archived from the original on February 3, 2009. ^ "History of Smallpox - Smallpox Through the Ages" Archived 2019-09-24 at the Wayback Machine. Texas Department of State Health Services. ^ Ricklefs (1991), p.23 ^ "A LIST OF NATIONAL EPIDEMICS OF PLAGUE IN ENGLAND 1348-1665". Archived from the original on 2009-05-08. Retrieved 2009-04-25. ^ a b Ricklefs (1991), page 24 ^ The Sweating Sickness. Story of London. Accessed 2009-04-25. Archived 2009-05-03 at the Wayback Machine. ^ Sandra Arlinghaus. "Life Span of Suleiman the Magnificent 1494-1566". Personal.umich.edu. Retrieved 2013-05-05. ^ a b c d e Ricklefs (1991), page 25 ^ "La Terra De Hochelaga - Jacques Cartier a Hochelaga". jacquescartier.org. Archived from the original on December 23, 2008. ^ "The Lusiards". World Digital Library. 1800-1882. Retrieved 2013-08-31. ^ Schwieger, Peter (2014). The Dalai Lama and the Emperor of China: a political history of the Tibetan institution of reincarnation. New York: Columbia University Press. ISBN 9780231538002. OCLC 905914446. ^ Miller, George, ed. (1996). To The Spice Islands and Beyond: Travels in Eastern Indonesia. New York: Oxford University Press. pp. xv. ISBN 967-65-3099-9. ^ Luc-Normand Teller (2009). "Urban world history: an economic and geographical perspective". PUQ. p.308. ISBN 2-7605-1588-5. ^ a b c d e f Ricklefs (1991), page 28 ^ Polybius: The Rise Of The Roman Empire, Page 36, Penguin, 1979. Langer, William. An Encyclopedia of World History (5th ed. 1973); highly detailed outline of events online free Media related to 16th century at Wikimedia Commons Timelines of 16th century events, science, culture and persons Retrieved from " 4 The following pages link to 16th century External tools (link count transclusion count sorted list) - See help page for transcluding these entries Showing 50 items. View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Bagpipes (links | edit) List of decades, centuries, and millennia (links | edit) Fashion (links | edit) Giovanni Boccaccio (links | edit) History of Mail (links | edit) History of Mauritius (links | edit) Post office (links | edit) Snare drum (link | edit) Republican Party (United States) (links | edit) 20th century (links | edit) 15th century (links | edit) 17th century (links | edit) 18th century (links | edit) 1624 (links | edit) 1626 (links | edit) 1642 (links | edit) 1661 (links | edit) 1608 (links | edit) 1492 (links | edit) 14th century (links | edit) 1st century (links | edit) 13th century (links | edit) 4th century (links | edit) 12th century (links | edit) 11th century (links | edit) 1564 (links | edit) 1648 (links | edit) 1572 (links | edit) 1623 (links | edit) 1662 (links | edit) 1490s (links | edit) 1640s (links | edit) 1690 (links | edit) 1688 (links | edit) 1597 (links | edit) 10th century (links | edit) 6th century (links | edit) 8th century (links | edit) 5th century (links | edit) 3rd century (links | edit) 2nd century (links | edit) 1573 (links | edit) 1570s (links | edit) 1574 (links | edit) 1436 (links | edit) 1476 (links | edit) 1542 (links | edit) 1540s (links | edit) View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500) Retrieved from " WhatLinksHere/16th century" A sales pipeline is typically broken down into five to 10 stages, each with a specific sales activity and benchmark required to move a lead or prospect to the next stage. The goal of a sales pipeline is to move qualified prospects through each stage to close the deal. While your specific sales pipeline should reflect your unique sales process, there are common sales pipeline stages everyone should consider. 1. Prospecting The first stage of your sales pipeline typically is the prospecting stage, where salespeople manually source and contact potential leads that fit your ideal customer profile. At this stage, salespeople normally will craft a repeatable message and reach out using a method, such as cold calling, cold emailing, LinkedIn outreach, business networking, door-knocking and more. Cold leads who respond favorably to the outreach typically move to the next stage of your sales pipeline. 2. Lead Qualification The lead qualification stage ordinarily represents leads who’ve responded favorably to your initial outreach but haven’t yet been qualified. The most common way to qualify a lead is through lead scoring, where a lead is assigned points based on demographic, psychographic and firmographic criteria. Those who meet a certain threshold are moved to the next stage to be marked as a prospect, which is a qualified lead who’s been further qualified by a salesperson. 3. Discovery Call A discovery call is an introductory sales call where a salesperson meets with a lead to ask them specific questions to assess whether they’re a good fit and to deliver a soft pitch. Typically, salespeople will use a BANT framework and ask questions related to budget, purchasing authority, business needs, and timeline. Leads who meet these benchmarks are marked as a prospect and moved to the next stage of your sales pipeline. 4. Sales Presentation Depending on your product or service, you may have to nurture your prospect further or meet with other members of the buying committee before sending out a proposal. The best way to do this is through a sales presentation or demo, where a salesperson leads a more formal and in-depth sales call, often using an accompanying sales deck with examples. The goal of the sales presentation is to engage the entire buying committee and get them comfortable with your product or service offering. This is also where you’ll deliver your full sales pitch. From there, you’re ready to send out a proposal. 5. Proposal Once a prospect has been adequately nurtured and is ready to make a purchase decision, it’s time to send out a proposal. Within the proposal is a recap of your customer’s pain points, the benefits of your product or service, key pricing information, implementation timeline and more. It’s important that you tailor your proposal for your unique prospect so they know their specific needs are being met. 6. Negotiation or Commitment You will likely have to overcome objections once the proposal is sent to a prospect. For example, you may have to adjust the scope of work, price or timeline to meet their expectations. However, once you reach a final agreement, either verbally or via email, it’s time to sign the contract. 7. Contract Signing With the proposal agreed to in principle, send out a contract via e-signature software to get the contract signed and the deal closed. Often, you can send out a contract along with the proposal. However, because proposals are often negotiated, it may be a good idea to wait to send the contract until you have a verbal agreement. 8. Post-purchase Activities At this stage, the sales process usually is complete and a salesperson will hand off the new client to the customer service or account management team. At some companies, the salesperson who closed the deal also serves as the account rep. However, other companies have different teams leading the different functions. Regardless, this handoff turns the prospect into a paying customer and closes the opportunity as a successful closed/won. Page 2 Understanding the four Ps is the first step in creating a strong marketing mix. Knowing how to execute the four Ps correctly is key to achieving success. Let’s look at examples of how different organizations use the four Ps in different ways. Examples of Product The music industry offers many examples of how related products are sold in different formats—from physical products to digital downloads to digital streaming to live events. While compact discs—a physical product—are no longer the norm, they are still available in some brick-and-mortar locations as well as in online marketplaces. Vinyl albums are making a comeback among certain audiophiles, which is a reminder to consider your audience’s specific interests when designing your product. The popularity of various product formats can change as new technologies emerge. There was a time when you needed an Apple iPod or similar device (i.e., “product”) to listen to music online. Now you can use just about any internet-enabled device to purchase music via digital downloads, or you can subscribe to popular subscription-based audio streaming sites such as Spotify, Pandora and Apple Music, which grant you access to millions of songs. Live performances are another popular music product—just ask any Taylor Swift mega-fan about the magic of scoring a ticket to one of her sold-out concerts. Of course, when you attend a live event, you will find there is plenty of physical music merchandise to purchase—from T-shirts to pins to caps and hats to collectible programs. Examples of Price You can buy a watch for under \$100 or spend \$100,000 or more; both watches will tell you the time. The price a person is willing to pay for a watch says a lot about their means, interests, style and quality preferences and what they value in a timepiece. Chanel, Dolce & Gabbana, Versace and Armani all sell high-priced clothes, jewelry and accessories. Yet, what these brands are actually selling is a luxurious lifestyle. The premium prices these luxury brands charge reflect quality and exclusivity; their target audience has the means to purchase the products and the desire to live a rich life. Old Navy, meanwhile, targets budget-conscious shoppers with its everyday modest prices and regular promotional discounts. Dollar Tree is an example of a brand that appeals to lower-income consumers and those seeking extreme values. Dollar Tree, which has had to raise average product prices up from \$1.00 to \$1.25, has seen profits surge in recent years. No one magic price rule will produce exceptional results for all product lines. When pricing your product, you must consider not only the cost to produce the item but who your ideal buyer is and what they’re currently spending on the products they purchase. Examples of Place Today’s businesses have more options and flexibility in places to sell their goods and services. The best point-of-sale (POS) systems and credit card readers let you accept payments from nearly anywhere. You used to need a brick-and-mortar building to open a restaurant, and now budding restaurateurs and bakers can sell their edible creations via food trucks, pop-up events or shared kitchens. Artists and crafters can sell their goods via their own galleries or display their works at others’ galleries. Artists also sell art online via their own websites or popular online marketplaces such as Creative Market, Etsy, Amazon Handmade and Fine Art America. Art and craft fairs are growing more popular, as are festivals and pop-up markets that invite artisans to showcase their work. Many businesses start by selling their products online or via a retail location and then expand to other outlets once sales grow. A multi-location strategy is often the best way to boost your product sales. Examples of Promotion If you want your business to be successful, you must find ways to promote your business effectively. Some promotional efforts—such as national paid advertising—require a relatively large promotional budget, which is feasible for mega-brands like McDonald’s, Amazon and Toyota, but can be difficult for smaller businesses. Examples of promotions that work for small businesses include creating a business website where you offer discount coupons and promote current sales. You can also ask customers for their email addresses and use email marketing software for ongoing business promotion. If you have a brick-and-mortar business, consider placing attention-grabbing banners, flags or a blow-up character in front of your business to draw the attention of those passing by. Other types of promotions can work for a wide array of businesses, such as customer loyalty programs. Kohl’s loyalty program, called Kohl’s Rewards, gives members cash back each month based on their spending. Since Kohl’s requires you to submit your contact information to join the program, the company can use that information to regularly email you to tell you about current sales and new products.