



SALES FUNNEL

In order to get to where you want to go, you need a map. The sales process is no different—by mapping the steps that your organization takes to lead potential customers along the path of purchase, you'll be more successful in reaching your goals. No matter what kind of business you are in you need a sales funnel. You need to understand what the key touch points are. Once you understand this you can deliver a better service more efficiently.

Ask yourself a few questions

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| <ol style="list-style-type: none"> 1. How do people find you? 2. How does the first conversation sound? What do you say? 3. How long does it take to close your average sale? 4. How and when do you follow-up on customers? 5. Do your customers tend to understand your product or service? 6. Do you need to meet with the customer face to face to complete a sale? 7. Do you provide samples of your product or service? 8. Do you tend to have repeat customers? | <ol style="list-style-type: none"> 9. How do you keep in touch with customers? 10. What CRM system do you use? 11. Do you have a reward or loyalty program? |
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Sales Process

Please detail the key steps from contact to sale. Include as many steps as you can think of. You can always review it latter. Once you have completed this task a great tool is Salesforce IQ, they offer a 14-day free trial of their CRM software. Even if you don't plan on keeping it setting it up is a good exercise in seeing how much you know about your company.

List the steps: you should have at least 7 steps

Marketing Process

Ways to position your product/service:

Framing products -

Not lying or misleading

Free samples -

Loss leaders

Permission -

Don't spam

Hook -

Make it simple and catchy

Call to action -

Request an action clearly, simply and specifically.

Narrative -

Tell a story, the heroes or mono-myth.

Controversy -

Used constructively this can attract attention

Reputation -

Branding is actually reputation

Sales Process

List the steps: you should have at least 7 steps

Sales

Transactions

Trust

Common ground