

# Creating an Effective Sales Funnel

Every business needs a sales funnel if they want to succeed in their marketing efforts.

# What is a Sales Funnel?

It shows at a glance what steps you need to take to get clients and customers to purchase your products or services.

A sales funnel provides information about prospects, conversion rates, how long your prospects remain in the funnel, what it takes to get conversions and more.



# Why is having a Sales Funnel Important?



- Quantify the Number of Prospects
- Accurately Predict Conversions
- Spot Changes in Metrics
- Help Point Out Needed Improvements
- Helps Develop a Content Strategy

# How to Plan a Sales Funnel

- Awareness
- Interest
- Consideration
- Intent
- Evaluation
- Purchase



# Using Your Sales Funnel to Generate Product Ideas



- Know Your Goals
- Understand Your Audience
- Identify Gaps

# Tools for Creating Sales Funnels

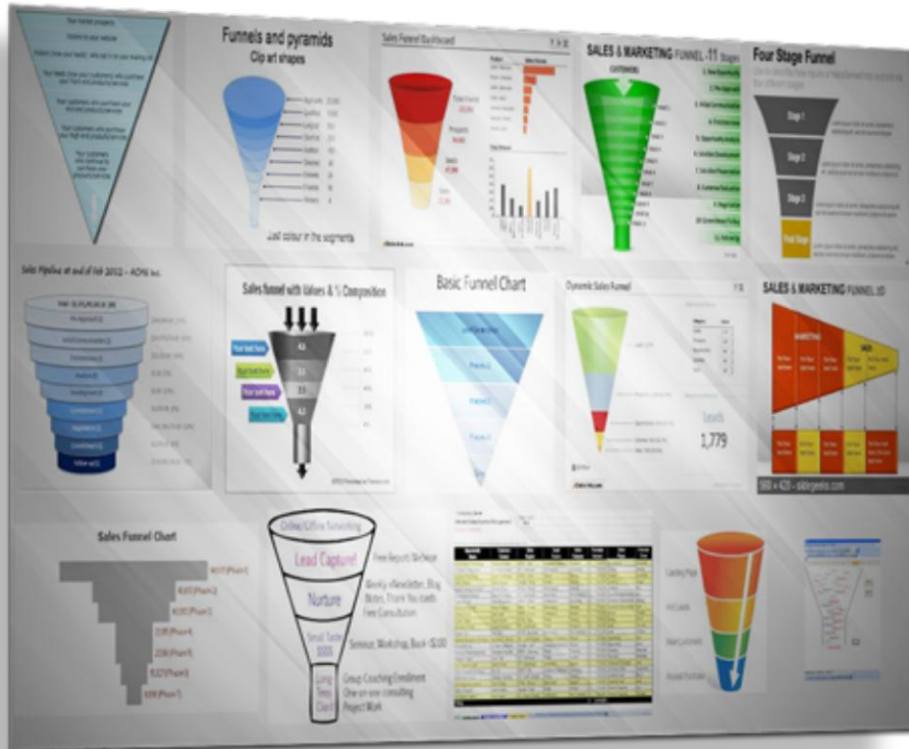
You can draw your sales funnel using pen and paper, or use software that is readily available.

Don't skip this part because having a visual representation will help you make your business stronger.



# Presenting Sales Funnel Reports to Clients

- Add Sales Funnel Creation as a Service
- Provide Examples of Sales Funnels
- Deliver Them in Useable Format Depending upon the Goal
- Create a “To Do” List from the Sales Funnel



# Pricing Sales Funnel Reports

- Determine How Long It Takes
- Figure out How Many You can Reasonably Do
- Decide Whether You'll Offer Implementation

