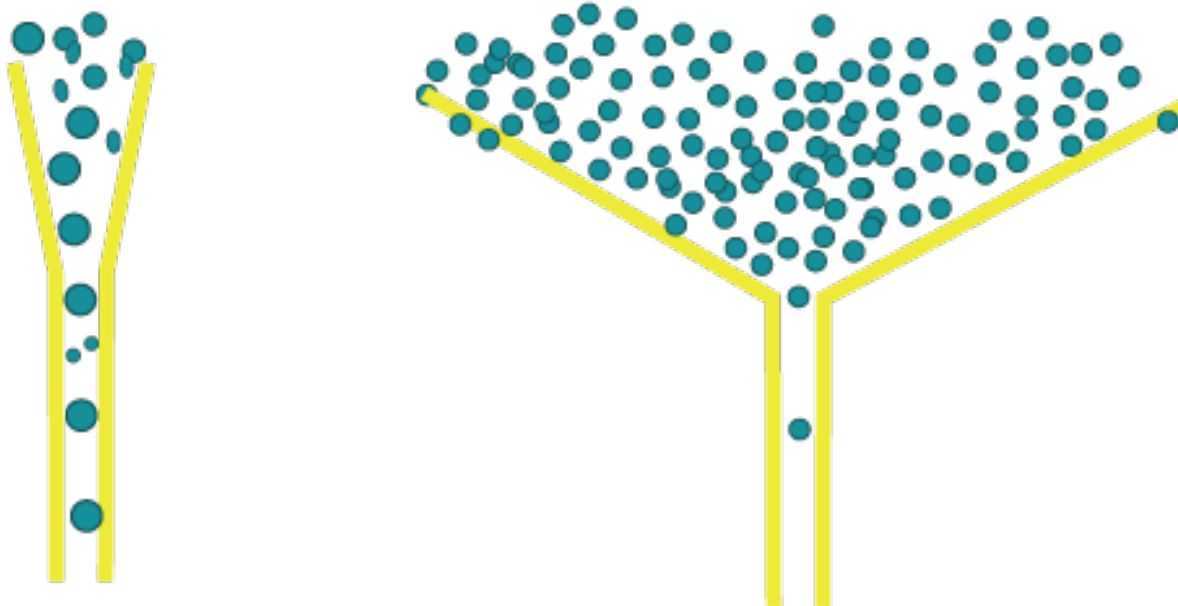


Sales Funnels

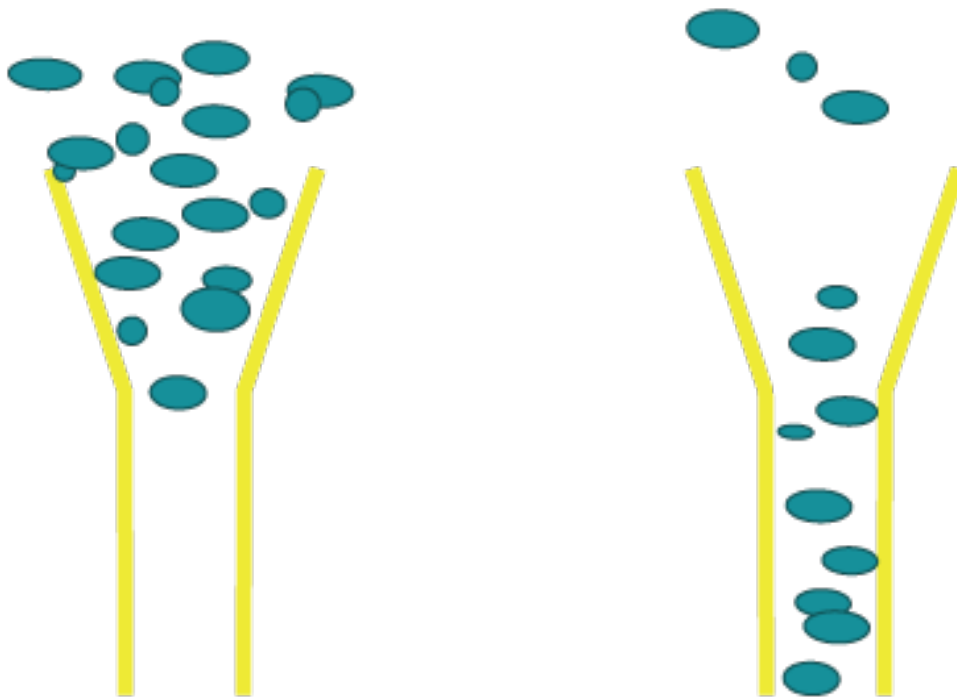


Which of these would be the best sales funnel? Dots are all the same, "a lead".

The one on the left – almost everyone converts, and a nice pipe with people at different stages.

The one on right is full of leads, but only one prospect. This indicates that wrong kind of leads going in (a marketing problem)

Ideal funnel is actually a cylinder – engage 1, convert 1, drop straight through).



What does the funnel on the left signify?

The one on the left - there's some interest, but people aren't progressing all the way through to sale. You need to find out why not - is there something wrong with your website between product/service info and the buy button? Do you have to give presentations to get business, and do them badly?

Also means unless you can resolve this quickly, you're likely to struggle to stay in business unless you've got savings/working capital.

What does the one on the right signify?

Clearly good marketing and sales, lots of hot prospects moving towards buying - but a) if they all convert, how do you handle all that work?? B) you'll be so busy doing the work that you won't be doing activities to put more leads and prospects into the top, and so c) your cashflow will then be up and down like a yo-yo.

