

# 2<sup>nd</sup> Draft Sales Funnel with Actions for Short Term

## #1: Identification Output: Leads

**Lead Gen:** Implement SEO strategies and run PPC campaigns on platforms like Google and social media to target homeowners interested in energy efficiency.

**Watering Holes:** Engage with communities on platforms like Home Energy forums, sustainable living blogs, and LinkedIn groups focused on green technology.

**Who:** The marketing team, led by the digital marketing manager like Big Leap or WebFX.

## #2: Consideration Output: Suspects

**Find Out About Options – Initial Dialogue:** Offer webinars and interactive demos that showcase the benefits and functionalities of Greenify's systems.

**WoO/Triggers & Confirms General Value Prop:** Use case studies and customer testimonials to highlight energy cost savings and environmental impact reduction.

**Who:** Sales representatives initiate these discussions, supported by technical experts for detailed inquiries.

## #3: Engagement Output: Prospects

**Analyze Options I – Confirms Value Prop for Them:** Personalize presentations to potential customers based on their specific energy usage patterns and needs using CRM tools like Salesforce or HubSpot.

**Confirms Budget:** Discuss and negotiate pricing and payment plans; provide financing options using with finance software like QuickBooks or Xero

**Who:** Discuss and negotiate pricing and payment plans; provide financing options.

## #4: Purchase Intent Output: Qualified Prospects

**Analyze Options II – Qualify & Proposal:** Create detailed proposals that include ROI calculations and environmental benefits using PandaDoc or Proposify.

**Verbal Close & Objection Handling:** Address any concerns or objections with data-backed responses and reassurances.

**Who:** Senior sales executives handle these negotiations and closings.

## #5: Purchase Output: Customers

**Physically Acquire Product I – Secure Full Commitment, e.g., Purchase Order:** Finalize the sales process with official purchase orders or contracts.

**Pay for Product:** Process payments via online transactions or through financing arrangements.

**Who:** Sales support staff manage the logistics and financial transactions.

## #6: Loyalty Output: Satisfied Customers

**Physically Acquire the Product II – Ship/Install:** Coordinate the delivery (FedEx) and professional installation of the system.

**Customer Support - Use, Get Value, Determine Value:** Offer ongoing support and regular check-ins to ensure customer satisfaction and optimal use of the product, using support software like Zendesk or Freshdesk.

**Who:** Logistics teams handle shipping and installation; customer service teams provide post-purchase support.

## #7: Advocacy Output: Evangelists

**Buy More:** Promote additional products or upgrades to existing customers with special offers or exclusive first-look at new features, using platforms like Mailchimp or Marketo.

**Tell Others:** Implement a referral program like ReferralCandy or Ambassador that rewards customers for bringing new clients to Greenify.

**Who:** Marketing and sales teams collaborate to develop and implement upsell strategies and manage the referral program.

# 2<sup>nd</sup> Draft Sales Funnel with Actions for Medium Term



# 2<sup>nd</sup> Draft Sales Funnel with Actions for Long Term

