

Sales Funnel

Funnel Stage	Key Activity	Goal of this Stage	Key Stakeholder (Their Title)	Exit Criteria (What must be true to advance?)
1. Pre-Prospecting	Info gathering with security firms and consultants to understand the sectors, budgets and general trends	Engage, educate, build interest, and collect intelligence from those affiliated with cyber sec, and communications	Strategic heads and consultants who guide security leaders	Clear interest from multiple sectors, named contacts to speak with next, rough budget ranges.
2. Prospecting	Identify and research 30 targets: 10 government, 10 large corporations, 10 small and mid-size; start with healthcare and finance; reach out with clear problem-solution notes	Build a focused list of organisations that want help fixing security problems and are open to talk	Chief Information Security Officer and Head of Innovation	Conversations move forward with the contacts found, first calls are on the calendar, and a likely internal point person is known
3.1 Qualification I	45-minute first call with the Chief Information Security Officer or Head of Innovation	Understand Pain Points budget, procedure and confirm need for long term cyber security solution	Chief Information Security Officer and Head of Innovation	Agreement to explore a pilot and to hold a full technical meeting with the right team; note who

	to learn pain points, how decisions are made, budget, and the need for a long-term security fix			decides, how, and when
3.2 Qualification II	One-hour second meeting with the wider team to show return on investment, benefits, and how the pilot would work, the purpose of this step is to	"Present: 1. ROI of our solution 2. Benefits of our solution 3. Describe the pilot process "	Chief Information Security Officer, Chief Executive Officer, Chief Financial Officer, Chief Technology Officer	Green light to meet technical team, confidentiality agreement signed, pilot scope agreed, the budget approver is known, and the buying steps and timeline are understood
4. Technical Deep Dive	Workshop on design, risks, how it fits in, and how results will be measured, with security engineers, cryptography team, network team, risk team, and any partners, (technical validation), showcasing the technical	Reduce technical risk by actually validation and discussing integration of the technology in that particular use case, and explain how it differs from existing technology and how it improves currently available technology and most importantly what this improvement	Security engineers, cryptography lead, network lead, risk and compliance lead, and partner engineers	Approved design and pilot plan, success measures written, the access needed is prepared, legal and security needs are listed, and next steps have owners and dates

	benefits of our solution)	mean to their particular case		
5. Pilot	Deploy a small, controlled pilot, run the agreed tests, measure results, and meet weekly to review what works and what does not	Prove the solution works and is worth it, with clear results that reduce risk for a full rollout	Sponsor from the leadership team, security and engineering teams, operations, purchasing, legal, and any partner engineers	Success measures are met, the sponsor signs off, results are written, costs and benefits are clear, security review is passed, and purchasing is ready to move
6. Proposal/Close	Share the proposal, price, terms, contract and statement of work, rollout plan, service levels, and support; help with reference calls and a simple business case	Win the order and agree on a clear rollout with owners, dates, and check-ins	Budget owner, purchasing, legal, Chief Information Security Officer, Chief Information Officer, and the Chief Executive Officer as needed	Contract and statement of work signed or payment terms agreement with advance payment, purchase order issued, and all agreed steps complete or scheduled