

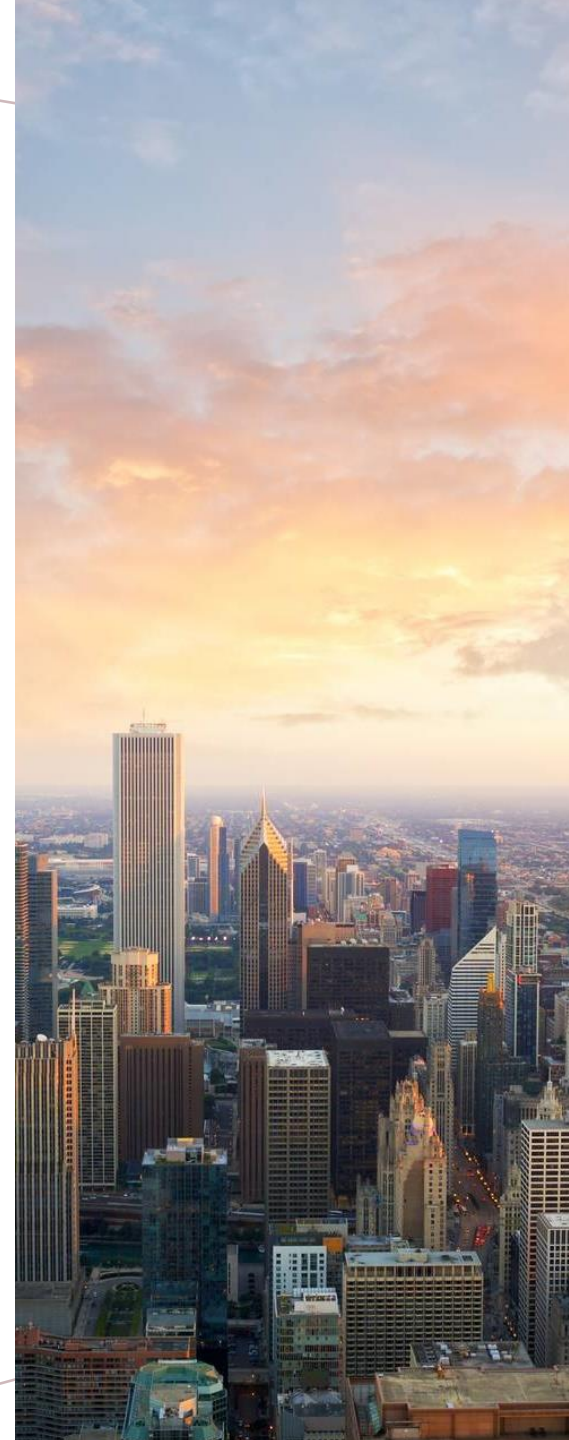
*SALES FUNNEL
PRESENTATION*



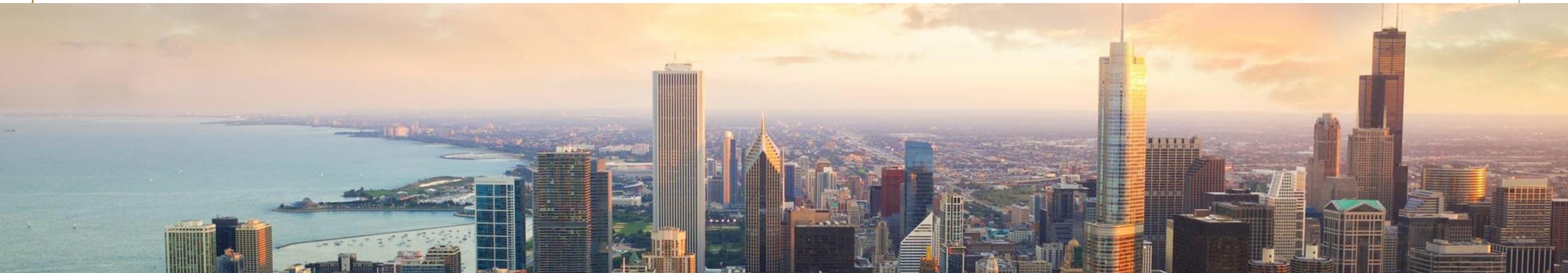
Customer Awareness Journey And Sales Canvas

- Visit
- Lead
- MQL
- Sales Canvas
- SQL (Sales Qualified Lead)
- Opportunity
- Customer

Wrap Up



CUSTOMER JOURNEY AND SALES CANVAS





VISIT

- **Customer Journey:**
 - **Touchpoints:** Website visits, social media interactions, blog reads, ad clicks.
 - **Customer Actions:** Browsing content, reading articles, watching videos.
 - **Goals:** To attract and engage potential customers.
 - **Metrics:** Website traffic, page views, bounce rate, social media engagement.
- **Sales Canvas:**
 - **Activities:** SEO optimization, content marketing, social media campaigns, PPC ads.
 - **Tools:** Google Analytics, social media analytics, content management systems.



LEAD

- **Customer Journey:**
 - **Touchpoints:** Newsletter sign-ups, free trial registrations, webinar attendance.
 - **Customer Actions:** Providing contact information, engaging with gated content.
 - **Goals:** To capture leads and gather contact information.
 - **Metrics:** Number of leads, conversion rate from visitors to leads.
- **Sales Canvas:**
 - **Activities:** Lead magnets, email marketing, webinars, landing pages.
 - **Tools:** CRM systems, email marketing platforms, webinar software.



MQL - (MARKETING QUALIFIED LEAD)

- **Customer Journey:**
 - **Touchpoints:** Email campaigns, targeted content, personalized offers.
 - **Customer Actions:** Engaging with emails, downloading resources, attending events.
 - **Goals:** To nurture leads and move them further down the funnel.
 - **Metrics:** Email open rates, click-through rates, content engagement.
- **Sales Canvas:**
 - **Activities:** Lead nurturing campaigns, personalized content, segmentation.
 - **Tools:** Marketing automation platforms, CRM systems, analytics tools



SQL (SALES QUALIFIED LEAD)

- **Customer Journey:**
 - **Touchpoints:** Sales calls, product demos, consultations.
 - **Customer Actions:** Requesting demos, engaging with sales reps, asking for quotes.
 - **Goals:** To qualify leads and assess their readiness to buy.
 - **Metrics:** Number of SQLs, demo requests, sales call outcomes.
- **Sales Canvas:**
 - **Activities:** Sales outreach, product demonstrations, consultations.
 - **Tools:** CRM systems, sales enablement tools, scheduling software.



OPPORTUNITY

- **Customer Journey:**
 - **Touchpoints:** Proposal presentations, contract negotiations, final consultations.
 - **Customer Actions:** Reviewing proposals, negotiating terms, making decisions.
 - **Goals:** To convert qualified leads into opportunities.
 - **Metrics:** Proposal acceptance rate, negotiation success rate.
- **Sales Canvas:**
 - **Activities:** Proposal creation, contract negotiations, final consultations.
 - **Tools:** Proposal software, contract management tools, CRM systems.



CUSTOMER

- **Customer Journey:**
 - **Touchpoints:** Onboarding, product usage, customer support.
 - **Customer Actions:** Using the product, seeking support, providing feedback.
 - **Goals:** To ensure customer satisfaction and retention.
 - **Metrics:** Customer satisfaction scores, retention rates, customer lifetime value.
- **Sales Canvas:**
 - **Activities:** Onboarding programs, customer support, feedback collection.
 - **Tools:** Customer support software, feedback tools, CRM systems.
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CUSTOMER JOURNEY AND SALES CANVAS PYRAMID

Visit: Potential customer discover product through various channel.

Lead: Visitors provide their contact information by signing up for newsletters, free trial or webinars

MQL: Leads engage with target content and personalized offers, showing interest in our product

SOL: Leads request demos, engage with sale reps, and show readiness to buy

Opportunity: leads review proposals, negotiate termqualifieds, and make purchasing decisions

Customer: Customers use the product, seek support, and provide feedback

CUSTOMER JOURNEY

1. **Visit:** Attract potential customers through various channels like your website, social media, and ads. Goal: Engage visitors.
2. **Lead:** Capture contact information through sign-ups for newsletters, free trials, or webinars. Goal: Gather leads.
3. **MQL (Marketing Qualified Lead):** Nurture leads with targeted content and personalized offers to show interest in your product. Goal: Move leads further down the funnel.
4. **SQL (Sales Qualified Lead):** Qualify leads by assessing their readiness to buy through demos and sales interactions. Goal: Identify potential buyers.
5. **Opportunity:** Convert qualified leads into opportunities by presenting proposals and negotiating terms. Goal: Secure purchasing decisions.
6. **Customer:** Ensure customer satisfaction and retention through onboarding, product usage, and support. Goal: Maintain and grow customer relationships.





Sales funnel

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



SUMMARY

Visit:

- Attract potential customers through various channels.
Goal: Engaging visitors.

Lead:

- Capture contact information through sign-ups.
Goal: Gather leads

MQL:

- Nurture leads with targeted content and personalized offers
Goal: Move leads further down the funnel

SQL:

- Qualify leads by assessing their readiness to
Goal: Identify potential buyers

Opportunity:

- Convert qualified leads into opportunities
Goal: Secure purchasing decisions

Customer:

- Ensure customer satisfaction and retention.
Goal: Maintain and grow customer relationships





THANK YOU

Tito Alabi

bolalabi96@gmail.com