

Customer Sales Funnel

World

**THERE IS AN ENTIRE WORLD OF PEOPLE, HOWEVER; NOT ALL OF THEM
WILL BE YOUR CUSTOMER TYPE**



Target Audience

**SELECT YOUR TARGET AUDIENCE, BUILD A TARGET DATABASE
AND RAISE AWARENESS**

Email - Social Media - Direct Mail - Online Advertising - SEO - PPC - Offline Advertising -
Online PR - Offline PR



Interested Audience

**THE TARGET AUDIENCE IS NOW AWARE OF YOU, BUT HAS YET TO
APPROACH YOU. PROVIDE FURTHER INCREASED PERSUASIVE MARKETING
MATERIAL TO EDUCATE AND INFORM**

Explanation Videos - Infographics - Hints/Tips/Guides - Promotional Items - Higher Value
Direct Mail Outs - Online Social Networking - Offline Events and Demonstrations



Prospect

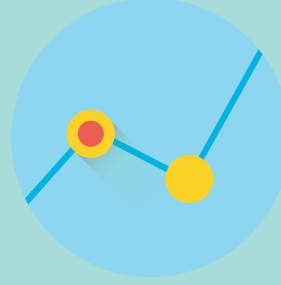
**THE TARGET AUDIENCE HAS NOW AGREED TO OR
HAS REQUESTED A QUOTE**



Close

**PROVIDE FINAL ITEMS/ACTIVITIES OF PERSUASION
TO CLOSE THE SALE**

Professional Proposal - Clear Customer Process - Well Designed
and Rehearsed Physical Presentation - Cost Benefits Analysis -
Clear ROI - Benefits of Product/Service - Simple Payment
Solution (E-commerce)



Loyalty

**IT'S CHEAPER TO KEEP A CUSTOMER THAN IT IS
TO RECRUIT A NEW ONE**

Loyal Customer Campaigns - Regular Meetings - Excellent
Customer Service - Repeat Order Discounts - Recommend a
Friend Rewards - Invite to Offline Fun Activities - Physical
Presentation - Cost Benefits Analysis - Clear ROI - Make Your
Customers Feel Special

