

# Building Effective Sales Funnels

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## **Build the Best Possible Sales Funnel**

There are some essential things you need to have happen in order to convert your marketing campaign to sales funnel that's optimized.

### **#1 You need a product or service to sell**

Before you can even start to think about constructing a sales funnel, you need a product or service to sell to your traffic. There are tons of items you can sell online including software, videos, membership programs, e-books, website design, etc. If you do not want to create your own product line then you can use an affiliate program such as Amazon or Clickbank.

### **#2 Do your keyword research**

In order to determine who your potential customer and what they are looking for. Keyword research helps you identify words and phrases that searchers are using. Google keyword tool is an excellent free tool to use. There are others that you have to pay to use. Once you know what the keywords or phrases are that your potential customers are searching for you can apply these keywords in your strategies.

### **#3 Your sales funnel – front end and back end**

The front door is the widest part of your sales funnel and its purpose is to attract a large base of potential prospects. This is your initial point of capture where you use a broad range of marketing strategies that will attract visitors who then will be guided down your sales funnel.

One way to do that is to offer gifts, cheap products, or bonus items – these are all attractive to potential consumers. Eventually some of those prospects will work their way even further down the sales funnel into even a narrower spot and eventually to the back end.

In these deep spots of your sales funnel there are more premium items being offered to prospects that have showed a need for your products/services. By now, your products are very targeted and it is highly likely that they will buy. Now you can use product launches, targeted email campaigns, etc. to engage with these individuals.

### **How to Fine Tune your Sales Funnel**

By now, you should be recognizing the sales funnel as a marketing framework that represents all of the stages from lead to finished sale. Optimize your sales funnel might seem complicated and difficult, but it does not have to be – just build it as you go along.

Start by identifying all the ways that visitors might enter your funnel to establish your point of origin. Then list all the things your visitor can do on your site, then make sure you set up your page stats and have the ability to analyze them, and by then you will have the knowledge you need to determine if your sales funnel is working, the strong spots and the weak spots, and then adjust.

## **Creating a Sales Funnel in 4 Easy Steps**

Not everyone is a big business with tons of resources. Many of us are small home based businesses – some are mom and pop bloggers offering single products or services, some of us

run a website that offers just one product, and yet no matter how small our business we should be creating a sales funnel, because a sales funnel will attract potential customers by giving away free items or offering low cost items, and then convincing those prospects to sign up to your mailing list.

Once you have their contact information you can start to build a relationship so that once they are ready to buy they come to you. When you offer your prospects, a range of products that are at different price points you can build trust and make it easier for them to eventually spend the money on the more expensive product or service.

#### Mailing List

You have your large mailing list of potential customers that you have been building and gradually you build paying customers out of this. Let's have a look and break this down.

#### Attract New Leads

This is where you find a way to attract clients to your site that would be interested in your products or services:

- \* Meet potential clients through social media – Facebook, Twitter, MySpace, etc.
- \* Get your company mentioned in a press release or do your own press release and submit
- \* Begin to publish interesting and unique articles on other sites
- \* Post blog entries offering advice, tips, tricks, information, etc.
- \* Ensure that the search engines are picking up your content

#### Offer Free Products or Services

Potential clients are hesitant to give you contact information, but when you give them something free in exchange they are much more willing to share their contact information. You can offer a free:

- \* Audio recordings
- \* Newsletters
- \* White papers
- \* Mini e-books
- \* One free teleseminar
- \* Free consultation

#### Offer Entry Level Low Cost Products

You should offer a number of low cost products that show your potential clients your level of expertise without a large investment. They are much more likely to do this. Then over time, you can sell higher priced products as they come to trust you and build a relationship with you. This could include:

- \* E-books
- \* Workshops
- \* Video series
- \* Audio series
- \* Consulting or coaching
- \* Membership sites

There you have it. You have moved prospects down the funnel to potential paying customer. It's a process that works extremely well, so why not take advantage of it.

## **Open Your Sales Funnel and Get More Sales**

If you are a sales professional you are likely already familiar with the funnel concept. This is where a business uses their marketing action plan to funnel all leads into. From here, the object is to take these leads in the sales funnel and turn them into sales. There is nothing wrong with the funnel concept it's worked well for years; however, it doesn't really fit what is going on in today's marketplace, so now we have the sales tunnel.

Prior to the internet the goal was deliver quality goods and services, which in turn would build customer loyalty, and it was felt by the majority of businesses to be a sufficient way to build customers. But then along came the internet, and from the comfort of home and the click of a mouse both your loyal customers and your potential customers can now find another provider that offers better pricing, more choice, and just better value all the way around. Now customers are no longer loyal to you just because they purchased from you. It has forced sales professionals to drop the traditional way of selling and become engaged in relationship selling and the use of a new version of sales funnels that some call sales tunnels.

With relationship selling you are the go to person. You understand the marketplace, and can make recommendations for your customers. This means you will need to be able to prove your expertise. Your goal is more about educating your customers and potential customers than closing the sale. Show them the value you offer that they can't find elsewhere and they will close the sale.

So envision your sales funnel like this. You and your potential customer, who you've already qualified, are at the tunnel opening. The two of you begin to walk beside each other in the dark. While you are in the tunnel, you learn what concerns your potential customer and you provide knowledge and assurance. As you continue to walk, you become less of a salesperson and more of a trusted advisor. Soon you both begin to see the light that's at the end of the tunnel, which is generated by the products and services that you offer that connect with the information you've already provided as a trusted advisor.

Relationship selling using the sales funnel strategy is the number one way to make yourself wealthier and build authentic customers that are there for the long haul.

## **The Power of a Sales Funnel – Build One!**

Sit down and talk with a marketing agency, and before long you are talking all about calculation to tell how many times the client's clicked here, landed there, posted somewhere, and on it goes. But let's simplify it all and get a visual of the powerful sales funnel and why you should build one.

Let's start by picturing the shape of a funnel.

- \* At the top you have inbound traffic, people searching for your product. Let's say there are 1000 people
- \* As you move just into the funnel you have the people that make it to your website – 50% or 500 people
- \* Now you keep moving into the funnel and you have people who see your CTA button – 250 people
- \* But only half of those people make it to your landing page – 120 people
- \* And still only half fill out your form – 60 people – this is your online referral
- \* 50% of those people will become a real sales call – 30 people
- \* And still only half will become qualified prospects – 15 people
- \* And finally 2 will become paying customers

Did you notice that it's actually the prospect that does the work? They do the search. They visit your websites, and so forth. Combining inbound marketing with your sales funnel can be highly effective.

For your sales funnel to work you need to give something away free on your landing page so that people fill out your form. What you give away has to be a quality item. For example, perhaps a free report that provides information on something they want to learn about.

Once your visitor fills out the form and provides their email address you can now continue to market to them even if they go away and don't make a purchase at this time. You can see through our example that it takes a large number of people to make just a couple of sales.

The sales funnel has worked so well because of the way it basically squeezes visitors down through the channels until it's time to make that purchase. It does this in a very smooth manner that keeps the potential customer engaged and interested, and wanting to know more. Those who do want to know more continue to move through the funnel until eventually reaching the end where they become that paying customer you are seeking. It's simple and it's effective.

### Increase Your Business With This Sales Funnel Template

Many spend endless hours trying to drive traffic to their website and can't figure out why they have only minimal to moderate success. Some work extremely hard for a very small amount of money. If that's you, then you'll want to read on and learn how to increase your business with this sales funnel template.

#### The Sales Funnel Set Up

If you are trying to build a profitable sales funnel, it's important to recognize that the sales funnel works by attracting large number of people and then converting those prospects to customers. Once they are customers, your next offer can be a higher priced item.

### Setting up a Working Sales Funnel

First, you need to consider how you can attract prospects that would be interest in the products or services you have to offer. A common method is to focus on building a list of people who are potential customers, by building a squeeze page and giving away something free like an e-book

or audio recording. You don't need fancy graphics just a big bold heading that talks to your visitors. You can always look at what the competition is doing to get ideas.

Each of the sales funnel steps need to contain relevant, quality information to your niche. The initial item for sale should be low priced and build confidence as well as show your expertise. After your customers have trust in you, then you can begin to offer products or services that cost more. It will make getting those sales easier. Finally, you need to create a download page that contains instructions on the purchase your customer has made and a thank you message.

### Sales Funnel Components

A sales funnel is required if you are doing network marketing! Understanding sales funnel basics will improve your ability to generate more revenue. The following are important components of your sales funnel.

#### #1 Marketing

When you understand your buyers' responses, you will be able to enhance your marketing skills and develop better marketing strategies.

#### #2 Squeeze Page

This is where the visitor enters their personal information like name, phone number, and email address because there is something they are interested in receiving for free – perhaps an e-book or maybe a free teleseminar. This information can be used later to make another offer to these customers.

#### #3 Autoresponder Service

This is created to help you build a relationship between you and prospects. When a visitor shows some interest, they sign up on your landing page and begin to receive your autoresponder messages.

#### #4 Follow Up

This is another important component. You could direct prospects to your social media sites to connect on a more personal level. These days' social media plays a key role in online businesses.

## **Make Your Sales Funnel Effective**

In the online world of marketing, you can easily find a moment to step back and analyze what's going on in your business. If you are like most businesses your goal is to make a lot of money, but without the right techniques or resources in place, this can be difficult. One of the most important tools you should take advantage of is the sales funnel. Find out how you can make your sales funnel the most effective. Let's have a look.

1. Traffic – The minute someone opts in to your list and provides you with their information on your squeeze page, your sales funnel starts. If you don't have a proper landing page or squeeze page you have no way of building the list or building your sales funnel. Visitors will simply leave and go to another website. Your goal is to keep people on your site for as long as you can and have them opt in and agree to send them information via your auto responder. Generating targeted traffic is the beginning of your success.

2. Communication – You need consistent communication so that you are able to keep your prospects interested and build trust in you and the products or services you have to offer in the next step in the sales funnel. If your auto responder communication doesn't contain value, you risk losing these potential customers. You need to build trust because then your prospects are more likely to spend money. Regular communication needs to communicate you have quality information and it will also filter out those that are not really interested.

3. Marketing - After you develop the relationship you will be able to promote more of what it is you have to offer. You are still working on building that trust and as you continue to provide useful information they will begin to look forward to your auto responders and what it is you have to offer.

4. Selling at the front and back end – Now, you are ready to sell at both the front end and the back end, to build a profitable sales funnel.

Your list is growing, and you have accomplished the tough first steps – you are on your way to success. You have the steps now to build an effective sales funnel and reap the benefits it can offer with increased sales and increased profits.

## **Understanding How to Make the Sales Funnel Approach Work**

A sales funnel is an effective marketing strategy. A visitor arrives at your site (cold lead) and eventually is turned into a paying customer. Generally, people arrive at a website looking for a way to solve a problem or fill a need. The sales funnel strategy provides a solution that starts by gaining the visitor's trust. Once that trust is built and the visitor feels comfortable buying from you, that visitor (lead) is converted to a customer.

### **Build a Sales Pipeline**

As an internet marketer, one of the smartest things you can do is to create a sales funnel. To be successful online you are going to need a steady flow of customers who wish to purchase products from you repeatedly. To turn prospects into customers you need to prove that you can solve their problems or fill their needs, and offer value.

### **Have the Tools You Need**

You should start by doing some market research to ensure your niche is a profitable one. Your passion doesn't always translate into profits. After you confirm there's a market you need to determine what will make people want to buy what you have to offer so that you can build a landing page that works. What is it that will make them want to click the buy button?

### **The Front End of the Sales Funnel**

Some like to sell their product(s) on the landing page. Others like to collect email addresses, build a list, and sell to them later using an autoresponder. You can do both. Every sales funnel is unique to its niche. You decide what you feel will work best.

### **The Back End of the Sales Funnel**

The back end is where you will sell the most products to customers who are already loyal to you. This is only about 2% of the total people who enter your sales funnel, but this 2% will buy



the most products because they trust you and what you offer makes them happy because it solves a problem or fills a need.

Not all sales funnels are created the same and not all good sales funnels are created quickly. It takes time for you to build those relationships that will lead to success. You need to test the natural progression that your product takes to sell and you should reevaluate this regularly to make sure that your process is still working. When you learn how to convert your visitors from leads to paying customers, you will have a successful online business to enjoy.

## **Do You Know How to Manage Your Sales Funnel**

Your business needs to have a sales funnel. Business to consumer sales funnels aren't usually as complex as business to business sales funnels. Service businesses usually require more research in their sales funnels and don't always end in a sales transaction.

### **What Does a Sales Funnel Look Like?**

At the widest point of your funnel, you have your target market. As you go down the tunnel to the narrowest spot, you have your paying customer. Inside that funnel are steps that occur that turn your target market into visitors, into prospects, into shoppers, into buyers, into paying customers.

**Step #1 Convert target customers into visitors** – You'll be able to do this well if you have taken the time to identify who your target market is. Use a keyword tool like Google AdWords. Once you know who your target market is make sure that your site is visible in directories, blogs, search engines, affiliate sites, etc. In this stage of your sales funnel, your goal is to identify the target market and send visitors to your site (store). Here are some marketing tools to help you achieve that goal.

- \* Search engine optimization – SEO focuses on the keywords most likely to bring visitors to your site.
- \* Social media – Make sure you have a visible social media presence.
- \* Online advertising – This includes Amazon ads, PPC ads, banner ads on affiliate sites, etc.
- \* Marketplaces - Sell on Buy.com, Overstock.com, Amazon, eBay, etc.
- \* Blogs - Your blog needs to be compelling. The content needs to attract relevant traffic.
- \* Comparison shopping engines – Provide support product feeds to Bing Shopping, Google Shopping, Nextag, etc.

**Step #2 Convert visitors to prospects** – Once the visitors have made it to your landing page on your site; you need to engage them further. A prospect is defined as someone who browses at least three pages and bookmarks your site. Here are some factors you can use to turn visitors into prospects.

- \* Site design – Create a design that is clean and easy to view.
- \* Good navigation – Build a site that is easy to navigate and has a good site search.
- \* Compelling content – Offer content that is both original and interesting. Offer detailed descriptions the products you sell.

- \* Load times – Make sure your site loads fast or people will leave. Keeping your images smaller will help.
- \* Security and trust - Establish trust through memberships and testimonials, and by providing a detailed “about us” page that tells about the company.
- \* Merchandising – It’s really important to offer promotions within your store. However, make sure that you are clear about what these promotions are.
- \* Landing pages – Make sure your landing pages are tightly integrated with where your visitors are coming from and how they might search.
- \* Signup points – Provide links that are easy to find for your email signup, your blog, Facebook, Twitter, Pinterest, etc.

### Step #3 Converting Prospects to Paying Customers

You are now ready to get prospects to put one or more items in their shopping care. Here are some key elements you should have.

- \* Chat and phone support – There should be a way for prospect to get immediate answer to their questions such as live chat. Email is too slow you will lose them.
- \* Newsletters - Send a confirmation email to initial subscribers. Offer them choices about what they would like to get updates on.
- \* Social media postings - Mix your posts up with instructions on new products, offers, how-to tips, surveys, images, etc.
- \* FAQs - A section on frequently asked questions is very beneficial for those looking for immediate answers to their questions. It’s a good place to put info on products, pricing, discounts, shipping, and returns.

## A Sales Funnel Template that Works

Building a sales funnel for your internet marketing business is an important tool because no matter what your business it will generate revenue. However, not all sales funnels are created equal, so here’s a sales funnel template that works.

### #1 Landing Page and Your List

This part one of your sales funnel. Your landing page or squeeze page should attract targeted prospects and you can do this by offering an attractive benefit. Your goal is to capture the email address of your prospect so that you can build your list. Offer something of value free. For example, a video, an e-book, etc. To get the free gift they have to opt in. The free gift should provide them with information and build trust between you and them.

### #2 Front End Product That’s Low Priced

If a prospect opts in on your landing page this is a good time to tell them about an offer that’s low priced. Because it is low priced, it will have a high conversion rate.

### #3 Down Selling

If your prospect will no to your one time low cost product or service offer, then reduce something about the features of the product or service and offer your prospect a stripped down version for a stripped down price.

#### #4 Up Selling

For the prospects who accept your one time offer, you can present them with an offer to upgrade to a product or service that has lots of features for an increased price that's still a great price. You can do multiple down sell and up sell levels for each of your products to offer the most choices and squeeze out income from your prospects.

#### #5 Exit Popup

If your visitors aren't ready to give you their contact information on your landing page, if you have used an exit splash program you can send them to yet another offer. This can be another squeeze page or another product that is still priced even less.

#### #6 Thank You Page with Banners

Finally, your Sales Funnel needs to have a thank you page and that thank you page should have space for banners. These banners can offer links to free products.

If you use the sales funnel template for your internet marketing business this will help you to increase your profits and make more money. You can grow your leads and grow your business.

### **Do You Know the 4 Phases to Building Effective Sales Funnels?**

If you want to be successful and sell the products, you have sale you will need to have an effective sales plan. There are 4 phases to building effective sales funnels, so let's have a look at them.

#### #1 Identify and Segment the Customer

If you want to have, an effective customer orientated sales strategy you will need to segment your customer into groups so that you can properly focus, because not all customers will be in the same segment. Each group will have different needs that you will need to meet. The more precise you can be in this identification process, the better you will be able to communicate about what it is you offer, and therefore close the sale, and make the profit.

#### #2 Learn About Your Customer's Needs and What it is They Prefer

As a business the more you know about your customers and what it is they prefer and need, the more you will be able to focus your sales strategy correctly. As a small business, you have a much better perspective of who your customer is and what they need, over a big business, which often loses focus on their customer. This is a good time to learn about your customers and what their perspective is on the products or services you have to offer. Learn what your customers value and what they know about your products. You should also learn how they prefer to communicate with your company so that you can build an effective sales strategy.

#### #3 The Key is in Building Relationships

The focus is to take that one time customer interaction and turn it into a repeat interaction. To do this you need to build a relationship with your client. This requires you to invest time in your customer and to focus on each stage of the relationship you have with that customer so that it constantly points to future sales. It is far more costly to your business to have to acquire new customers than it is to build relationships with the existing ones and continue to sell to them.

#### #4 Engage in Service Recovery

Even with your best efforts sometimes, a customer is not happy, and so you need to have a strategy in place to deal with that. Service recovery is very important because one upset customer will do far more damage than one happy will do good. In addition, if you can turn that customer around, many times, you will actually enjoy the benefits of long-term customer.

There you have it – 4 phases to building effective sales funnels. Why not put them to work today?

### **Do You Know How to Build a Sales Funnel Correctly?**

These days, there is a great deal of buzz over sales funnels and the valuable role they can play in closing a sale. But do you know how to build a sales funnel correctly? These days the term sales funnel tends to be overused but most people are aware of the sales funnel and its basic functionality. Learning the correct method to build a sales funnel is key to your business success.

Today's businesses struggle with generating adequate business into their sales funnel. It's really about your company's attitude. Many of the problems that arise in lead generation are the result of the way we think. There are many ways to get more referrals and lots of available information on this. So if this is one of your areas that you struggle make sure to take advantage of the available information.

Let's look at what you need to build a successful sales funnel.

#### Have an Attitude of Abundance

There are few industries where there is actually a shortage of prospects. Most industries actually have plenty of prospects. Where things fall apart is with the shortage in the sales funnel. So let's say you have tons of prospects, then it's time to develop a new attitude that sees your sales funnel as an important resource where those who are going to enter the sales funnel need to pass a simple test where

- \* The prospect has a real problem that they wish to fix
- \* The prospect understands the cost if they choose not to fix the problem
- \* The prospect understands how much money it will cost to fix the problem

When you take this attitude, you will actually be rewarded with abundance.

#### Monitor Your Sales Funnel

Next, you actually have to monitor your sales funnel to see not only who makes it to your sales funnel but also who stays in your sales funnel. For each pursued prospect, a certain amount of time and energy is used. Since you have limited time and energy to spend on your sales funnel you will need to control those resources in the same way you would control inventory. Embed this attitude into your brain and before long, it will become the natural way of doing things. Before long, you will be doing things correctly every time you build your sales funnel.

## **How to Build a Successful Sales Funnel With Affiliate Marketing**

If you are looking to build your income off affiliate marketing products, it's important to know that some products work better with the sales funnel approach than others. What you will want to look for is affiliate products that have a lower failure rate and a higher commission. That's the most important thing to look at before you decide on a product. However, it's not the only thing you need to look at.

### **Do You Know What a Sales Funnel Product Is?**

If you answered no, you aren't alone. You may have heard the term a lot but not known what it meant. A sales funnel affiliate product has a single product at the front end and then a number of products at the back end.

When you affiliate market a product you create a landing page where the pre sale or pitch occurs. This is simply a place to prepare your visitor to be a potential customer later one. When the visitor moves from this landing page to the affiliate's product page, this is the sales page. Sales that occur there are called front end sales.

### **Building a Relationship**

Once the visitor becomes a customer on the sales page, other products are promoted for the customer to buy and this called the back end sales. So you send a visitor to the sales page as a potential customer to buy a single product, where in turn they become a paying customer, and then in addition that paying customer looks at other worthy products the affiliate has and may make an additional purchase. You are paid your commission on both the front-end sales and back end sales. Do you see how you funneled these visitors right to where you want them?

You should be offering a product that provides both a solid front end and a strong back end. You need both otherwise just the front-end sale alone just will not pay you type of commission you would like to earn. If you take your time, do your research, and learn what the various affiliates have to offer and then choose the one that fits your niche and pays the best commission.

You can build a highly successful sales channel using sales funnels. Your customers and potential customers come to trust you as an expert they can believe and rely on, and that will translate to good sales and healthy commissions.

## **How to Build Your Sales Team to be Effective**

The sales team is one of the most important areas of your business – the functionality of your sales team needs to be optimum to enjoy sales and profit margins. If the sales division isn't functioning properly, you have nothing.

To build a solid sales team, perhaps you'll need to be doing some hiring. When you hire you should not be hiring someone with potential, because then you are settling for the possibility of success. This will cause frustration as you wait for them to get results. Instead, you should be

hiring someone who has a proven track record, because when you do they are already built for success and they will naturally begin to sell. This might cost you more up front, but it's certainly worth it. The success of your sales team depends on the people you hire.

You should also evaluate your current team. As hard as it is, you need to be honest about your current team. Is there anyone that's not holding up their end? Do they have proper leadership and guidance to create a successful client base and sell, sell, sell? Do they know how to align themselves with the goals of the company? You need to determine where you have gaps in your sales force and where it is going strong. If there are gaps now is the time to invest in correct actions to empower your team and at the end of the day, your profits, because increased sales means more profit for you. That's also why it is so important to actually invest in your sales team. You can survive with many different divisions being ineffective, but if your sales team isn't working, you are dead in the water.

Establish a way to track sales so that you know who is selling and who is not. Create an accountability standard and use it. That way your sales team will know what is expected of them. At the most basic level, selling is really just a numbers game. How you get there is based on a company policy and individual sales techniques. So you establish what you want them to accomplish, what's acceptable in meeting those goals, and a method of tracking, then you let your sales team do what they do best – sell.

Your sales team will build your sales tunnel if they are given the proper tools to do so. Suddenly you will see your volume of sales increase and that's a win-win for everyone.

## **Do You Know How to Match Your Marketing Tactics to the Your Sales Funnel?**

Marketing – it's really a word with no meaning, yet plenty of meaning because everyone interprets it to be what they need from it. Now your sales funnel is much more clearly defined. But the thing is you need to make sure that you have your marketing tactics on the same page as your sales funnel.

### **4 Funnel Marketing Disciplines**

The standard customer conversion goes something like this. The visitor first becomes aware of your product, they like what they see and they follow through and pay, or they don't like what they see and they go away. Marketing tactics commonly go like this reach – engagement – content marketing – lifecycle marketing.

Funnel marketing on the other hand has the visitor become aware of the product, and is then invited to enjoy a free version call (freemium), then they become a paying customer by either converting on their own or with the help of the sales team, and then they become a customer that's retained. So the conversion funnel looks like this awareness – freemium – conversion – retention.

Let's look at the 4 funnel marketing disciplines. Of course, this is just a brief introduction. You can certainly learn more about how this works.

1. At the top of your funnel will be word of mouth, PR, and reach marketing. These tools will increase awareness. Examples would include app store promotions, viral product features, web page optimization, press mentions, etc.
2. Engagement marketing will draw freemium users to your product. Freemium engagement can include free reports, videos, product tutorials, etc.
3. Content will include things like blogging to your targeted market with related things such as product tips or customer testimonials. Content marketing can occur inside sales collateral. Data science also fits in this stage when customer segmentation, direct marketing, remarketing, and online acquisition can all be effective.
4. Lifecycle marketing will retain the customers by constantly reinforcing the value of the product the customers have purchased. Customer sales teams may follow up with customer's product information if they have not been buying. Support communities that are properly managed can build trust into the customer base. And email campaigns remain effective.

### Mix it Up

What you've probably already recognized is that there is nothing in concrete. Each stage can be unique. You might email the customer, blog, or use some other form of interaction. There's certainly a benefit to mixing it up. Use what works and don't use what isn't working. Remember that could change in the future.

## How to Create an Effective Sales Funnel

Do you have a business where you would like to turn your business prospects into paying customers? Then you need to create a sales funnel. If you aren't familiar with that term, picture what a funnel looks like. Coming into the funnel, you have website visitors, which turn into leads, which come out of your sales funnel as customers. In other words, a sales funnel is simply a sales process that goes from the initial promotion to the sale of the product or service. So let's look at how to create a sales funnel that is effective.

#1 Discover who your target market is – There is no point in promoting to people who are irrelevant to what you are offering. So take the time to identify your audience and what is the best suited material to sell your products/services to that market. It's important to figure this out before you begin to generate leads.

#2 Capture leads – It's time to begin capturing niche leads and then build your list so that you can grow your business. These leads are very important to your business as they are your potential revenue. In order to attract visitors to sign up you are going to have to be giving them something. A good way to do it is to begin your sales funnel by giving the visitor something for free, such as a free report. Make sure your free item actually offers value or your visitor will pick up on it and leave.

#3 Build a relationship with your lead – Now it's time to sell them your 'stuff' so that you make money. You can start to promote your product here and to work towards converting them into paying customers. You will need to be offering a product of quality if you wish to achieve this and achieve repeat customers. It's your repeat customers that allow you to grow your business effortlessly. Creating your sales funnel is easy, but creating one that is effective and will grow your business takes a little more planning, but once you do you are on the road to success.

Follow these three simple steps and suddenly you are on your way to building a very effective sales funnel that you can rely on. When your sales funnel brings in visitors and brings out customers, you can begin to enjoy the profits you have been anticipating. This is a highly effective plan so why not try it today.

### **3 Ways to Build a Stronger Sales Funnel**

Before you can maximize your sales funnel, you need to have all of the teams on board including your sales and marketing teams. So let's look at three ways to build a stronger sales funnel.

#### **#1 Target Only Relevant Traffic**

One of the biggest lessons you need to learn is that they need to stop targeting those internet surfers that will never become your customer. It just doesn't make sense to waste your resources and your energy if it is unlikely they will ever become paying customers.

#### **#2 Distinguish the Importance of Issues**

Most of us are aware that we need to be able to recognize problems and uncover them, but most don't distinguish between the importance of these issues, and how to raise important issues, or interesting issues. Why? Because when your prospect has needs that are interesting it will get you consideration and when your prospect has needs that are important it will get you evaluated, but only when your prospect has needs that are urgent will you get sales.

Sales people spend a great deal of time going after opportunities that are not urgent and without the urgency, there will never be a sale. Another common mistake by sales people is chasing after prospects where another vendor has a much better solution than you do. Not all opportunities are worth chasing after.

Of course, you should still market to important and interesting needs to get a conversation going but your sales team should be trained so that they can identify if there is an urgency because without the urgency your prospect won't turn into a sale.

#### **#3 Redefine the Sales Funnel Based on Buying Process**

If you already have a sales funnel, how have you designed it? Do you have important milestones that an opportunity must pass through in order to move to the next level? If your milestones are based on sales activity, it's time for a change. This method is very inaccurate. Instead, create your sales funnel based on the buying process, and the decisions made during the buying process.

Build your milestones based on the evidence of buying decisions. This is certainly a little harder than using activity associated with sales but much more accurate when you are projecting when an opportunity is likely to happen. It is likely to do a much better job of fine tuning your sales funnel and making it more effective.



## Increase Your Sales with the Right Sales Funnel

Since every business sells something, every business has a process that generates leads, builds relationships with prospects, converts prospects into customers, and then turns customers into devoted fans. For many businesses, this process - this "sales funnel" - is unstated and rarely considered. It just happens. Leads are generated in various ways, prospect relationships are built in various ways, customers are sold in various ways, and the post-sale relationship is deepened in various ways... but rarely is it intentional, strategic, and focused. It's haphazard, usually because it's an organic process that evolves over a period of time. So, a business might develop a sales funnel in their business plan when first starting out. But over time, new marketing opportunities present themselves to change the early part of the sales funnel while client objections shape the later stage of the sales funnel. Within months and years of start-up, the business's published vision of an ideal sale is no longer accurate.

If the last time you thought of your business' sales funnel was during the business planning stage then it's time to revisit your sales funnel. In fact, this is a process that should happen regularly - every 6 to 12 months.

Here's what you should do to optimize your sales funnel

Start by identifying your sales funnel stages. Although every business has a slightly different funnel, most businesses follow the typical lead-prospect-customer-fan 4-step process.

Next, write out what information you need from someone signalling that they are ready to move to the next stage in the sales process. (For leads-to-prospects it might be a phone number, a home address, their shoe size, or their average fleet spend. For prospects-to-customers it might be their credit card number or a purchase order number).

Then, list all of the various efforts and documents and techniques you use at each stage. Don't list only the effective items but the ineffective ones, too (since they can be made effective once your funnel is further developed). Map all marketing effort along your sales funnel.

Now compare. Is your marketing in a particular stage enticing the person at that stage to share the information you need from them? Is it contributing to building up in the prospect's or customer's mind that you are worth their time? Are you focusing too much on one stage and not enough on another? Are you losing people at various stages because you're asking for the wrong information?

Once you've done that, you will easily see what's working and what isn't. If you have a sales staff, ask them what they most frequently use in their sales efforts. It's likely that they will identify the top 20% of your sales funnel content as the most useful... and most frequently used.

Don't immediately throw away the stuff that isn't working. You might decide to do that but first consider whether it can be made more effective with some modifications. Perhaps moving it somewhere else in the funnel or repurposing it so it asks the right questions is all you need to turn it into a more valuable asset.

Want to really take your sales funnel to the next level? Identify metrics around each of your marketing techniques as they relate to that stage of the funnel (instead of their impact on the larger business picture, which is how businesses often use metrics).

Your sales funnel isn't just something that happens. It's a strategic business tool that you can strengthen to create a more sales.

## **5 Steps to Create a Sales Funnel That's Highly Effective**

Creating a sales funnel online is highly effective when done right. However, it does take patience, consistency, and it is work. Make no mistake – the ultimate focus here is to increase your revenue. Your sales funnel is like a sieve that starts with numerous people but fine tunes it down to those who are actually qualified buyers.

There are 5 steps to create a sales funnel that is highly effective.

#1 Feed the funnel's front end – There are two situations where you can build the top of your sales funnel. You can generate awareness – here the customer didn't know about your product/service prior. You can get found – here the customer is looking for a solution to a problem. This is where you can use social media, blogging, SEO, press releases, articles, etc. to make your first impressions.

#2 Turn your inquiry responses into qualified leads – It's not usually hard to get someone to click on a link to receive something, such as a whitepaper, but it can be more of a challenge when it comes to getting those prospects to provide contact information that's detailed and insight on their business. To be a success you will need to build trust, and distribute content that's relevant.

#3 Measure the campaign's impact – When you develop a system that provides one view of multi-channel campaigns you can develop processes that are automated and can trigger specific responses based on what your potential customer's interests are, and respond with the appropriate content.

#4 Identify who your qualified prospects are – During this sales funnel phase it is key to have an integrated approach in place with your sales teams and/or marketing teams. This includes things like defining what a qualified lead is and when it should be handed to the sales department, the sales metrics for when the sales team responds to the qualified leads that are provided, etc. Some companies have sophisticated sales funnels and it's also where lead scoring comes into place. Lead scoring is a way for your company to track the actions of the prospects on your site and actually give them a score. When a predefined threshold is reached then a specific sales action takes place.

#5 Invest in intelligence – Deepening customer knowledge should always be high on your list if you want to get a competitive advantage over your competition. The more competition you have the more important it is to educate your customers but that shouldn't always happen within the funnel. Social media, blogging, and other marketing channels that are independent of your sales funnel will ensure once that potential customer reaches your funnel they are already a highly educated individual relating to what you offer.

## **Use Facebook to Build an Effective Sales Funnel with Lost Prospects**

Your marketing funnel conversion is a key part of turning prospects into paying customers, but sometimes you lose those prospects. So how can you bring those lost prospects back into your sales funnel?

If you've done any marketing before, chances are you already have some ways to bring those lost prospect back. But have you considered using Facebook? To retarget using Facebook all you need to do is place an ad. Retargeting is great! Retarget occurs when you display ads to prospective customers that have visited your website and not completed your squeeze page by opting in or who have visited your shopping cart but not completed. It is also excellent for your prospects that have visited a certain product page but did not buy. It will increase conversion rates on traffic that you have generated already whether it is internal or external.

To retarget on Facebook is pretty easy. There are a few retargeting companies that offer you services where you can retarget on Facebook. Two very popular ones are Perfect Audience and Adroll. Consider retargeting whatever your front end product is as well as the front of the marketing funnel.

You have brought visitors to your site through numerous methods such as organic listings, affiliates, referrals, and media buys. If you don't use retargeting once that prospect comes to your site and leaves they are lost forever. When you retarget you get to stay placed out in front of these prospects allowing you a second chance, third chance, and as many chances as you need to bring these prospects back to your site and to the top of your funnel again.

If you do this right, you will lower your cost per sale or cost per lead. In some channels, this can actually take a campaign that was negative and it into a breakeven campaign or even better. With this will also come new customer acquisition channels that your competition will not be able to achieve without the use of retargeting.

Retargeting offers a powerful tool and a unique way to have the opportunity to reconnect with prospects that you would have otherwise lost. Using this method you not only get one more chance, you can get several chances and each time that means you have a new opportunity to make the sale. Using Facebook to accomplish this makes great sense.

## **Your Sales Funnel – The Tool To Build Profits**

### **How a Sales Funnel Works**

Whether you own a storefront, an online business or are building a network marketing team, you'll want to understand the concept and function of a sales funnel. Understanding how a sales funnel works, will help you plan successful marketing campaigns and attract qualified customers to your products.

Here is the definition of a sales funnel: Picture a funnel – it is wide at the top and narrow at the bottom. As you attract people to your store or website, you've developed a system for leading

your prospects through the sales process. As your customers pass through the “sales funnel,” you are transforming them from random prospects into qualified buyers.

Here’s why understanding the sales funnel is so important to your business:

1. You can adjust your marketing techniques and campaigns to attract more qualified buyers from your target market.
2. You can begin to fine-tune your products and sales offers to suit the needs, wants and desires of your target market.
3. You can begin fine-tuning your sales presentations so you’re closing more sales.

To see this in action, let’s use the example of MaryAnn who sells personal development books on the Internet.

- \* MaryAnn creates a blog filled with tips and general how-tos about personal development.
- \* She installs a sign up form on her blog so readers can opt-in to a monthly personal development newsletter. The readers who are interested in knowing more about personal development begin signing up for her newsletter.
- \* She starts making special offers on her blog and in her newsletter for inexpensive Special Reports about personal development and the power of affirmations. MaryAnn begins making sales and stays in touch with everyone who purchased a Special Report.
- \* Mary Ann writes a how-to book about using affirmations to foster healthy self-esteem. She sends out an announcement to all her newsletter subscribers and past customers announcing her new book and that it is available for purchase on her blog.
- \* Subscribers and readers who are seriously interested in using affirmations to foster healthy self-esteem begin purchasing her book.
- \* Because of the steady sales of her book, MaryAnn begins selling seats to a class about affirmation writing. Her class sells out within a week.

Can you see how MaryAnn took the “wide” concept of personal development and focused in on those who are interested to writing affirmations? In sales, it is not possible to appeal to everyone. Understanding the sales funnel process will help fine-tune your marketing focus and lead you to those buyers who are willing and able to purchase what you are offering.

The bottom line: Understanding how a sales funnel works will help you plan better marketing campaigns, fine-tune your prospecting efforts, attract more qualified customers to your products and, make more sales.