

## 20 Ways to Build Sales Funnels

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## **A Predictable Sales Forecast Results From Your Sales Funnel Leads**

A predictable sales forecast is what every company desires to have to help them make solid business decisions. However predictable sales forecasts can be highly elusive and difficult to achieve. There's often a remarkable difference between what the sales team says they'll bring in and what they actually land up bringing in.

Having an correct picture of your business will allow you to run your business smoothly and to maximize your sales. Sales funnel management will allow you to estimate your probability of revenue for a certain period of time. Some do exceptionally well at managing their sales funnels.

Do not confuse a sales forecast with a sales funnel – they are much different. Your sales forecast determines the buying cycle of your customer in relation to your business and then predicts your sales. Your sales funnel examines the overall health of all potential sales in your income stream. It then estimates the likelihood that there are enough opportunities moving in the direction of closing to ensure revenue flow for a specified period of time.

A robust sales funnel is a good indicator of your long-term sales health. It's important to keep all the deals in your pipeline current. Be sure you build a system where your data is constantly reviewed. You should be collecting data on

- \* The number of deals in the works
- \* The number of deals in each sales stages
- \* Cost of sales
- \* Size of deals
- \* Progression of the deals
- \* Utilization of resources

Next you will need to review your criteria, which could include:

- \* Customer issues
- \* Best practices for your sales process at every stage
- \* Relationships
- \* Criteria for decisions
- \* Opportunity

#### \* Qualifications

Sales funnels come in a variety of shapes and sizes. There are a number of stages that occur. Some of those opportunities are for a short period but far reaching, while others are for a long period but only a few opportunities finding their way into the flow. There is no sales funnel that doesn't have at least a few holes. This means a deal makes its way into the sales funnel but doesn't make it to the close of the sale. The key is having good opportunities that will make it from start to close.

It's important for you to have plenty of deals in each stage so that the next stage remains filled as it filters through. This can ensure you have a steady flow of deals rather than trying to rebound from the feast or famine syndrome.

## **Creating Awareness in Your Facebook Sales Funnel**

Facebook is a powerful marketing tool and knowing how to create a Facebook sales funnel can help your business grow. Let's have a look at Step #1 in your Facebook sales funnel, which focuses on creating awareness.

It doesn't matter what size your business is, you can leverage Facebook to increase your potential customer base and increase your sales. Facebook gets a lot of attention these days and rightfully so since it is such a powerful tool. Let's look at creating awareness, the first step in your Facebook sales funnel.

This step has the greatest investment of your time. You need to build your brand awareness. In your Facebook sales funnel you have to things to focus on.

1. Make users aware of your products/services
2. Make users aware of your Facebook presence – once people are aware of your Facebook Page you can drive them to it. There are 3 main ways you can build awareness of your presence on Facebook:

#### Targeted Ads

It's important for you to take advantage of the Facebook advertising platform. You can use Facebook ads to promote landing pages that are off-site, but your main focus should be to use those targeted ads to promote your Facebook page so that you can enjoy the benefits.

#### Social Graph Distribution

One of the strongest tools of Facebook is that information can so easily spread virally. For organic and viral growth online you need to create excellent content that Facebook users will want to share. It's really that simple. No magic formula – just great content.

#### Cross Promotion

If your website is already generating traffic you should take advantage of this. It's one of the most missed opportunities on the web. Use your existing website to promote your Facebook page. Don't worry about sending people away from your website to your Facebook page. They will return to your site as long as you give them a good reason to do so. In fact, cross-promotion is a very beneficial tool growing your fan base on your Facebook page and then seeing those same people visit your website.

Social media sites, like Facebook have a lot to offer business owners. By creating a functional Facebook sales funnel you will be able to walk through all the steps to ensure your visitors, who become your fans, are able to follow through and in the end you enjoy sales as a result of the follow through of those steps.

## **How Sales Funnel Charts Can Help you Work Smarter**

If you aren't familiar with sales funnels it's time you have a clear understanding of exactly what a sales funnel is and what it does, as well as how sales funnel charts can help you work smarter. Those businesses that understand and use sales funnel charts excel over those who do not.

Your sales process is made up of a series of steps that are there to help you achieve a sale. It generally begins with reaching out to your market in an effort to identify your prospects, then qualify them into real leads, later turning those leads into sales. At each step of the way you will lose some, because not all of your leads will become sales.

A sales funnel chart looks like an inverted pyramid, or a funnel, and it shows you all of the steps in your sales process. Let's look at the steps to create a sales funnel chart.

### **Step #1 – Identify the First Step in Your Sales Process**

Identifying the first step in your sales process is usually accomplished with some type of outreach to your target market. This can be done using cold calling, advertising, direct mail outs, etc. In your sales funnel chart enter the description of your first step.

### **Step #2 – What Next?**

In your sales funnel chart enter your description in the second row of your chart. For example, the prospect who answers an email request for more information.

### **Step #3 – Let's do it all Again**

Here you will simply repeat each step in your process.

### **Step #4 – Using the Sales Funnel Chart**

As your prospect passes through your process you can begin to measure each step's success. For example, you can determine what percentage of emails sent request additional information? How many quotes result in a sale? How much revenue you generate from each mail out? And the list goes on. All of

this helps to make it easier for you to identify how you can improve your sales process. You can identify where changes need to be made because something is not working.

The value of sales funnel charts is underestimated and by understanding the full value and using the tool in the manner it was designed to be used you can reap the benefits. Your sales process is critical if you plan to generate revenue efficiently, the sales funnel is a great tool that should be an important role in your overall strategy to grow your business and your sales.

## **Keep Sales Funnel Flowing Using These 5 Steps**

In the B2B world, the sales funnel is commonly written about but the truth is it's seldom used. Not because it's difficult or unattainable, but because most business owners simply haven't considered the step-by-step process necessary to take a site visitor and convert them into a paying customer.

It's really easy to discover the growing B2B buyer and where that buyer will be if you use these 5 easy steps to keep your sales funnel flowing.

1. You must create educational content that is really helpful to prospects in their journey through the process for each of the phrases.
2. Your content must be readily available in as many formats and platforms as you can. For example, let's say you have produced a white paper. You should record an audio of it too. Then you should make both readily available for free with no barriers. The prospect should be able to click on the button and instantly download. If you require them to do things such as sign up before you allow them to have access to the white paper you hurt your business. You have their attention so make the most of it rather than making them angry or irritated.
3. Make it easy for your potential customer to provide you with the necessary permissions so that you can assist them. We already discussed the use of a button that says, "listen now," or "download now," but you also need to include another button that offers you sending a message to the recipient when you publish you conduct a webinar, publish another white paper, or offer something else. Be clear that the first piece is education, it is free, and there are no strings attached. Also make it clear that you are telling them what comes next and making it much easier for them to act on it.
4. Now you must follow up based on what permissions they've selected.
5. Finally, you should have live staff available to speak with any prospect that wants to talk. Add a "chat now" button so that prospects can easily speak with someone.

There you have it – 5 simple steps to keep your sales funnel flowing. Using these steps lets you become acquainted with your buyer and to help him/her navigate through your sales funnel by making yourself and your content available to prospects. You've provided them with all the tools they will need to navigate through your sales funnel, rather than that of the competition.

## **Sales and Managing the Sales Funnel**

Every sales representative is typically responsible for the management of his or her sales funnel. Good sales representatives generally show the characteristics of the organization including enthusiasm, product knowledge, good personal sales, ambition, selling skills, trustworthy, and respect for others.

The sales funnel can quickly show what adjustments should be made within your sales function in order to assure you will make your sales goals. This could mean you need to make an adjustment in your marketing activities sales training is needed, or other activities to keep things running smoothly and in balance. Let's have a look at managing the sales funnel and the sales pipeline.

The sales funnel includes the following steps:

1. Your total prospects

2. Your total current customers

You will need to identify and make a list of potential clients. Sales representatives find out the names of prospects using a number of sources including mail lists, trade shows, available databases, public records, and existing sales records.

3. Unqualified prospects

4. Initial communications

Before you engage in the selling process, sales reps should first analyze all available information about a prospect so you can understand as much as possible as possible. The sales reps can also develop a groundwork strategy for the sales process.

5. First Discussion

6. Development of the proposal

This approach relates to the sales reps direct contact with the prospect. This is when the sales rep meets the prospect, introduces themselves, establishes a rapport, and learns more about the prospect.

7. A presentations is made

During the selling process presentation, the sales rep will talk about the product in a way that identifies the prospects needs and wants. Sales reps should let the prospect do most of the talking and they should also know how to overcome any objections that might arise.

8. Customers evaluations

9. Negotiations



#### 10. Verbal commitments

Closing a sale occurs when products/services are delivered to the customer, who is satisfied with the products/services and then offer payment. will define closing as asking for the order and adequately addressing any final objections or obstacles.

#### 11. Written orders received

#### 12. Deliveries made

#### 13. Payments received

#### 14. Follow up action plan.

Too often follow-ups are overlooked yes they are a vital part of your selling process. When an order is received, it important that the sales person follow-up to ensure the product is received in the condition it should be and at the correct time, that it is properly installed, and that the customer is happy with the process.

Your sales and managing the sales funnel are all critical to the success of your business so don't delay!

## **The Sales Funnel Fundamentals**

Necessary to the success of most internet businesses, but especially those who sell products, in the sales funnel concept and so it's important for you to understand sales funnel fundamentals. Many of the high income internet marketers have established a niche market by establishing a fine tuned sales funnel process, which guides visitors through a marketing and sales channel that has been optimized, and of course tested.

### **The Basic Structure of a Sales Funnel**

The sales funnel starts with seizing the awareness of potential customers. Some visitors are persuaded to become paying customers, who buy an entry level product, indicating that they have a desire for what you offer for sale on your site, and are therefore willing to spend money to resolve their problem. The sales funnel will keep on nurturing the best customers, eliminating those who are a mismatch, and continuing to refine the targeted customer, by offering them more specific products and/or services that cost more than the initial purchase.

By the time you reach the end of the sales funnel you will recognize the customers that are very responsive, purchasing everything you offer them, while at the same time enjoying maximum satisfaction from those purchases.

### **Start By Describing Your Method of Lead Generation**

When you are trying to sell your goods/services what do you do initially to reach your potential customers? Do you send out a newsletter? Email them? Pick up the phone and call them? Contact them via Skype or MSN? Use social media?

#### Your Sales Process and the Steps a Customer Takes

Beginning with the method you use for lead generation, then start going through each step in your sales process, right through to the sale's close.

#### Review Each Step in the Sales Process

Once you have your steps in place you should review each of those steps and ensure they are in the proper order.

#### Build Your Sales Funnel

Once you have confirmed your sales steps, you need to insert them in your sales funnel starting with your lead generation, and ending with the sale's close.

#### Define Metrics for your Sales Funnel

Once your sales funnel is established you need to define metrics so that you can measure how your potential sales are lost during each of the sales funnel sections. This helps to identify each of your sales process parts that are in need of being changed to increase your lead conversion rate.

#### Metrics Analysis

When you have started to capture your sales data you can start to analyze your performance and determine which part of your sales funnel should be improved.

#### Refinement of the Sales Process

After your analysis is complete you will be able to decide where your sales process requires improvements, and decide which methods to use to improve specific sections and then finally implementing your desired improvements.

### **Sales Funnel Identifying Potential Customers & Markets**

The key to developing and growing a business is to identify potential customer and markets, and then to provide those potential customers a reason to move from never hearing of you to buying in your sales funnel. You will need to measure progress as customers move from one stage of your sales funnels to the next.

You'll need to determine who's who in your sales funnel. So let's get started. At the bottom of your sales funnel is the customers who will receive your products/services and pay you for them. Remember there

can be a difference between who makes the decision to buy, who chooses the products/services, and who pays for those products/services.

In your sales funnel a suspect is someone who has shown an interest in your product/service but who has not been qualified in terms of desire or money. A prospect is designed as a person who has the want and desire to buy, as well as the money to buy, and who has shown an interest in the product but has not yet committed to making the purchase.

Your target market is those prospects you have identified to be potential purchasers of your product/service and who you are targeting with your marketing campaign. There can be a variety of different marketing techniques used. Right at the top of your sales funnel is where you will find your market universe. This is where you will find everyone else who may buy your product/service but who have not been chosen for targeted action.

The universe is those who may be interested in your products/services but who are not yet searching online. You will need to determine whether you are going to be working in a niche market or a more general market. This will affect your conversion rate and the shape of your sales funnel. If you are specializing in a niche market then your universe could be very small and so your sell through rate very high.

To compensate when your sales funnel is small at the top you will have amazing conversion rates that most businesses can only dream about. When you are working in a niche market your prospect has a limited number of options. If you operated a business that is much more general you have an almost endless number of prospects that may be interested but only a small percentage will ever buy. The number at the top of your sales funnel isn't important but the number who reach the bottom and the amount they spend is very important.

Those who are your future customers are somewhere out there, but you need to draw them to your business.

## **Is Your Site a Functioning Sales Funnel**

When it comes to your online business website there's a big concept you need to understand, yet there are few business owners that actually know about it. Even most website professionals such as web developers and web designers are unaware and don't take advantage of it. So what is it? It's how your site needs to function as a sales funnel.

Did you know there are two distinct types of sites? There are the ones that make bucks and the ones that make nothing. What's the point of wasting your valuable time on a site that isn't making any money? Once you have a full understanding of the functioning sales funnel and how it relates to your site you'll be able to make the most out of this valuable marketing tool.

Using your site as a sales funnel is universal no matter what type of small business you have – fitness centers, printing companies, web designers, insurance agents, spas, and the list goes on. When your site is live online its main function is as a marketing tool. You want your site visitors to take some kind of action such as filling out a form, calling you, or placing an order – all of these are considered fine outcomes.

If you want to learn more about how a sales funnel works have a look at other websites. There are 4 elements you should look at, which will determine whether a website is really a marketing tool or the equivalent of an online business card.

These 4 elements will turn your site into a sales funnel:

1. Is the site properly search engine optimized including content and page titles.
2. On each page is there a place where your traffic can sign up to receive your newsletter.
3. Do you have a newsletter, blog, or news page that has fresh content, preferably a minimum of every two weeks.
4. Does your website have an icon to at least one social media.

Whether your site is already up and running or you are planning to get your site up and running make sure you have these 4 essentials properly functioning so you can enjoy a sales funnel. This powerful marketing tool should not be overlooked by anyone. All businesses small, medium, or larger have a lot to gain from incorporating a sales funnel on their site. Take the time to learn and understand its full value.

## **How to Use the Facebook Sales Funnel**

If you run a business, regardless of size, Facebook can be a valuable tool. You can increase your market reach and generate an increase in sales by leveraging Facebook. With all the buzz around Facebook it's hard to ignore but many have not yet learned how to maximize Facebook. It's time to learn how to use the Facebook sales funnel, Let's have a look at those 5 phases.

### **Phase #1 – Awareness**

This is the phase where you will have to invest the most time. Here you will build brand awareness. With the Facebook sales funnel – you want to make Facebook users aware of your products/services and your Facebook presence. You can do this using targeted ads, social graph distribution, and cross promotion.

### **Phase #2 – Education**

For those who are not aware of your products/services you need to educate them on who you are, what it is you sell, who is in your community, why they should join your Facebook page. This is very important to all new visitors.

### Phase #3 – Engagement

This is the cornerstone of Facebook and all other social network marketing. Here you will build relationships with fans that strengthen their brand affirmation and their loyalty to you. There are low impact activities where the consumer can engage, such as clicking the “like” button. Medium impact activities include things like commenting on a status, and high impact activities include ongoing conversations, or playing a related game.

### Phase #4 – Action

The Facebook sales funnel is about building relationships not clicking through on ads. It’s a more unique approach and potential customers like it because they don’t feel pressured. Most people on your Facebook page are not yet ready to make a purchase, but if you offer a discount they can use later or a sample product you draw them into your sales funnel.

### Phase #5 – Repeat Engagement

This is the phase that’s often inadvertently omitted because the business owner is not aware of just how important it is. You need to continue to engage your visitor now that you’ve put your call to action out there. If you do this your business will come out a winner. Your call to action has been subtle and so now you need to build on that.

The Facebook sales funnel is different for each business. It’s also different than many other sales funnels. Take the time to fully understand how the Facebook sales funnel works and how it can benefit you – grow your business and your sales with a solid Facebook sales funnel.

## **Sales Funnels - Mapping Your Marketing**

The traditional sales funnel is no more – it’s gone by the way with the dinosaur. In the past decade or so the old way of marketing, included buying lists to help catapult your sales, the expecting a 3% return, and the all the leads found were turned over to sales to convert to buyers. Today mapping your marketing is different.

Today a sales funnel is developed and to manage it there needs to be knowledge in the sales process and then consideration of the way buyers go through the purchasing process. B2B marketers must document the buy cycle of the customer including the length of the buy cycle and all important parties who are involved in the process.

When it comes to communication programs and marketing programs, only 1% of the B2B marketers actually consider their customer's buy cycle. Understanding these cycles is critical to optimizing your sales funnel, allowing marketers to have the necessary tools to deliver communications that is targeted and that is designed to move your leads from one sales funnel stage to the next in a manner that's cost effective.

As a marketer you need to completely map the customer DMU or Decision Making Unit, which includes the title and the role of each individual involved in the decision making process. As a marketer, you must also understand what type of information is necessary and the best way for them to receive that information such as email or direct mail out, to be able to move the decision making to the next sales funnel level.

Once you have mapped your customer's buy cycle, you need to next map your sales cycle, which includes customer service, product marketing, marketers, and sales organizations together, and it should include:

- \* Customer profiles and main characteristics
- \* Defining the sales cycle, phases, and the parties who are involved
- \* Defining the target audience and their characteristics including demographics and psychographics
- \* Defining decision drivers and their triggers
- \* Benchmarking conversion rates so you can move to the next sales funnel phase
- \* Gauge sales and your capacity for engaging buyers who are qualified.

For your sales funnel to be successful your marketing mapping needs to be done correctly and you need to understand how things flow through your sales funnel. The sales funnel is a tool that is underutilized. However, those B2B marketers that know the value of the sales funnel have been able to watch their businesses grow and prosper.

## **Sales Funnel Strategy**

The internet has changed the way we do business. Contrary to what many believe converting a visitor to a sale isn't as easy as many believe.

In the world of the Internet you have only a couple of seconds to hook your visitor's interest and keep them on your site before they click the back button and disappear. It is critical that your home page loads quickly, is appealing to the visitor, and easy to navigate about, all necessary to compel your visitor to travel through your site and become part of your conversion process. This is achieved by creating a balance between design, powerful ad copy that is effective, and a strong call to action.

If you want to know what a sales funnel looks like simply visualize what a funnel looks like. At the top it is wide, becoming narrower in the middle, and tapering at the base for precision. You need to target visitors and then draw those visitors into your sales funnel using a well designed and appealing web page. Then by creating a strategic marketing campaign and a call to action your visitors will be led through the various stages. Ultimately it will end in a sale.

### How to Develop Sales Funnel Strategies

The key to solid sales funnel strategies is showing those who visit your site exactly what it is they wish to see. Use these techniques to accomplish this:

- \* Catch your visitor's eye immediately by using interesting designs that will draw your visitors into your sales funnel.
- \* Create a clear, effective, and efficient marketing message that communicates the value you offer and is difficult for your target market to refuse.
- \* Your call to action needs to be strategically placed so it leads visitors through the various stages of your sales process. Ultimately they should convert your lead to a sale.

### Achieve a Successful Sales Funnel

To create a successful sales funnel for your business create these developmental phases:

- \* Research and Discovery
- \* Funnel Assessment
- \* Funnel Steps Documented
- \* Funnel Development and Approval
- \* Launch

The end result of increasing the amount of targeted traffic to your website will be increased sales. However, you do not have to increase your targeted traffic to enjoy increased sales. You simply have to optimize your sales funnel.

You do not have to spend more money to enjoy a successful sales funnel. It begins by understanding what your sales funnel is and what it should do for your business. Then when you tweak your sales funnel you'll see better results from the traffic you already have.

A sales funnel is a valuable tool that is underutilized by many online businesses. Take a step ahead of the competition by utilizing an optimized sales funnel and enjoy the rewards.

## **The 7 Steps to Creating a Sales Funnel**

The sales funnel when put together properly can be a powerful tool. So let's look at the 7 steps to creating a sales funnel.

### **1. Who are you today and who do you want to be tomorrow?**

Think about it. Talk it out among your team of key players. It might take you an hour or it might take you a week to find the answers.

### **2. Who are the right people and what is it they are looking for?**

You can waste your time calling up prospects and telling them about your business looking for that one diamond in the rough, or you can target your market with a functioning sales funnel. You need to prospect those that you relate to. You need to know who that customer is and what it is they want. Then you can proficiently target them. When you are communicating on the same level you'll enjoy success.

### **3. Setting up a Capture Page**

Once you know who you are you also know who the right target market is, and you won't have any trouble creating a strong capture page. Make sure your headline shows your personality and what people need to know about you. The heart of any sales funnel is to find common ground and then work from there.

### **4. Creating a Sales Page**

The sales page ties to the capture page. It's here where you'll have to make some decisions. If you can narrow down your prospects by running a very targeted campaign you can save yourself time. Use a good writer and you can significantly convert your conversion rate.

### **5. Your Newsletter**

Once you have your first 4 steps in place, you need to get a newsletter rolled out before you start campaign one. Provide information that educates and tells those receiving the newsletter why to choose you. Target your newsletter in the same manner you target other traffic.

### **6. Advertising**

You must have a complete understanding of PPS. You can learn through trial and error or by reading a lot of excellent material that's already been written. Your advertising needs to be very clickable. You don't want your targeted audience to even stop and think about it for a second. You want them to click through.

### **7. The Campaign**



Now you are ready for your campaign. Of course, without targeted traffic you have no campaign and no sales. While there is plenty more to building a successful sales funnel, these seven steps will get you started onto your road to success.

## **The Sales Funnel and Your Sales Pipeline**

The sales funnel seems to be a bit of a buzz these days. This means there are a number of business owners trying to understand what a sales funnel is and the role it plays in your sales pipeline. Let's have a closer look.

A sales funnel earned its name because it's shaped like a funnel – narrow at the bottom and wide at the top. The job of the sales funnel is to monitor your sales process. At the widest part of the sales funnel (the top) you have many unqualified prospect – these are people you think may require your products/services but you've never directly spoken with them. At the narrowest spot (the bottom) many sales occur. You have all kinds of people who have paid and received your products/services.

The funnel metaphor is used because at each stage of the sales process people will drop away. For example, many of those unqualified visitors already have suppliers they deal with that offer the same products/services as your business and those unqualified prospects are satisfied with those they use. At the bottom of your funnel at the narrowest point you have many sales and many people who have paid and received your products/services.

So why should you use the sales funnel? Glad you asked. By choosing to use the sales funnel, at each stage you can quantify the number of prospects by you can also:

- \* Managing your prospects
- \* Managing your customers
- \* Managing your sales pipeline efficiently
- \* Controlling your sales pipeline
- \* Improving your sales productivity
- \* Improving the conversion rate
- \* Increasing the sales

Like any other activity carried out in your business sales requires planning. To achieve your annual target you will require a certain level of prospects. The numbers that are at the top of your sales funnel need to take into account your conversion rates (estimated or actual).

Managing Your Sales Pipeline Through Your Sales Funnel

It is the FUNNEL selling process that allows marketers the greatest freedom to adjust a message to satisfy customers' information needs. FUNNEL selling allows the marketer or seller to communicate directly with the prospect or customer and listen to his or her concerns, answer specific questions, provide additional information, inform, persuade, and possibly even recommend other products or services.

The sales funnel selling process consists of the following steps:

1. Total Prospects
- 2.Total Current Customers of the Company
- 3.Unqualified Prospects
- 4.Original Communications
- 5.First Discussion
- 6.Proposal Development
- 7.Presentations That Are Made
- 8.Customer Evaluations
- 9.Customer Negotiations
10. All Verbal Commitments
11. Any Orders Received
- 12.Deliveries That Are Made
- 13.Payments That Are Received

There you have it – how your sales tunnel relates to your sales pipeline, and how to make the most of it.

## **Success by Optimizing Your Sales Funnel**

Online marketers spend a great deal of time trying to find ways to attract surfers to their online assets. There's a misconception that all you have to do is bring a reader to your site and the money will flow in. Then before long you'll be taking vacations around the world, buying Lamborghinis, and retiring decades before you normally would. But it's not normally that simple. It's time you learn success by optimizing your sales funnel.

If you aren't familiar with the sales funnel, it's time you were. It works like this. A sales funnel is really just a map of sales leads.

1. Let's say you have 1,500 leads to your website
2. You receive 250 click through rate onto your sales page for your product
3. 175 click the "Order Now" button that takes them to your shopping cart
4. 15 complete the checkout and purchase your product

So your sales funnel begins with 1,500 and ends with 15 sales, which is a 1% conversion rate. That's a basic example but you see how the process works. If you concentrate on bringing new visitors to your site you are actually ignoring the biggest piece of the puzzle.

That's still not where online marketers make their mistake. It's easy to get people to buy into the sales funnel concept. Offline sales people have been using it for a very long time. Offline it's a pretty simple and easy to understand methodology. However, online it's not the same.

There are some key points you should understand pertaining to online sales funnel:

- \* There are 7 different kinds of traffic that visit a website
- \* There are numerous behaviors that must be analyzed including
  - \* The pages visitors visit
  - \* How long the visitor stays
  - \* The path they navigate
  - \* Their user profile
  - \* The connection outcome
  - \* The buy outcome

There are a number of ways a visitor can become a customer

The key to a successful online sales funnel is not at the keyboard. You'll want a whiteboard or some familiar tool where you can build your sales funnel plan. Start by listing all the ways a person might funnel into your sight, where they come from, and where they fit into your purchase cycle.

Next identify all the activities they can involve themselves in such as reading your content, viewing social media, or subscribing to your newsletter. Start breaking down the details such as how long they are on the page, where is their entry point, and finally you'll connect the dots. Only then are you ready to make any changes that are necessary to improve your sell through rate.

## **Sales Funnel Software Options**

Sales funnel software can offer you a number of tools to grow your business. A proper sales funnel software program will include email, messaging, PIM, chat, invoicing, forecasting, and more. There are a number of options available to you when it comes to sales funnel software. The best thing for you to do is to examine what each piece of software has to offer and then decide. The following are some of the most popular sales funnel software programs.

### **BlogBridge 6.3**

This popular sales funnel software is great for all size businesses big or small, and it's definitely a great choice for the information junkie who likes to get all their information in one place. This sales funnel software will let you create agents, filters, searches, as well as mix the information in any way you like to create relevant informational reporting. This is certainly one of the more in-depth software options you can look to for your sales funnel needs.

### **SalesCycle CRM**

This is one of the best options for a sales funnel software, perfect for a multi-company and it combines an assortment of functionality within a simple menu. You will pay a fraction of the cost of what the software is worth compared to other similar sales funnel software on the market right now. It's an ideal system for small to medium sized businesses. As your business grows, it can keep up so you never have to worry about outgrowing your sales funnel software.

### **MathMarketing**

MathMarketing is another sales funnel software option, featuring a software sales funnel calculator, which allows you to calculate the number of sales you are able to generate based on a specific number of prospects, or how many prospects you must have to achieve a specific goal of a certain number of sales. This excellent sales funnel software is easy to use and offers a number of useful tools that will help you immensely with sales funnel tasks.

Any of these sales funnel software options can help you, and there are a number of other excellent tools that you should include in your arsenal to help you accomplish the success you envision for your business. If you truly want to enjoy a prosperous business then make sure you stick to using sales funnel software. Which software is completely up to you. Do your research and discover what each has to offer. Then match your needs and desires with the right sales funnel software.

## **The Right Way to Build Your Sales Funnel**

There's a lot of buzz around sales funnels these days, but what's the right way to build your sales funnel? Glad you asked. The phrase sales funnel may be somewhat overused these days, but the bottom

line is that most people are familiar with the term. Learning the right way to build your sales funnel is important to your business success.

Lead generation is a topic of a lot of discussion these days. In fact more than 50% of all businesses when asked what their biggest current issue is relating to their sales process, the answer is relating to not having generated enough business in the sales funnel.

It's all in your attitude. Many sales problems, including lead generations, are rooted in the way we think. There are all kinds of way to get more referrals. There's tons of information already available on this, and there's also all kinds of cold call scripts out there you can use. But the bottom line is without the right attitude none of these will work.

Let's look at the attitude you need for building your sales funnel.

An Attitude of Abundance – Almost all industries have an large quantities of prospects. What generally is missing is not the prospects but rather a insufficiency in the sales funnel. Assuming you have plenty of prospects it's time to take on a new attitude that claims your sales funnel as a resource where those who are going to enter must first pass a test. The test is simple. The prospect must:

- \* have a real problem that he/she want to fix
- \* understand how much it will cost him/her if they don't fix the problem
- \* understand how much money it will cost to fix the problem.

With this sales attitude you will be rewarded with a change in the your prospect process.

Monitor Your Sales Funnel – Just as you are concerned about who makes it into your sales funnel you should also be concerned about who will stay in your sales funnel. For every prospect you pursue you will use up a specific amount of your time and energy. Since you don't have unlimited time and energy (resources) your sales funnel needs to be controlled, like any inventory system.

By getting the attitude you are going to use embedded into your brain it will become second nature. Before you know it you'll be using the right way to build your sales funnel every single time.

## **Use Your Business Blog to Feed Your Sales Funnel**

Your sales funnel is an important part of the success of your business and using your business blog to feed your sales funnel is a brilliant idea. In fact, business blogs are a tool used by marketers to generate greater sales leads. There are a number of ways this is done.

- \* You can be found by a greater number of prospects that are aggressively searching for solutions, which your products/services are able to provide. Savvy bloggers write articles using keywords that are

carefully researched. They then provide unique content, which is different than their website content, increasing their search engine rankings and bringing significantly more prospects in.

- \* Using your blog to feed your sales funnel will quickly increase the number of pages Google and other search engines index. It's much quicker and a whole lot easier to get blog posts indexed than it is to get web pages indexed.

- \* When you drive visitors from your blog to your website using your blog posts, these visitors are already warmed up, and they are looking for information, guidance, and insight to solve their problems, which is what your business can do for them.

- \* When you showcase subject matter pros in your blog posts by having them written by professionals in the fields they are there to support, it begins to build two-way communication between your prospect and your business, leading to the development of loyal long term customers.

- \* Attract more influential people and industry analysts with your fresh, educational blog material. This means they are likely to add links to their blogs or articles, providing you with inbound links, which are very valuable to your ranking in the search engines.

- \* Build trust by encouraging your visitors to interact by commenting on your blog. Use techniques that encourage them to interact. Organizations that are open and transparent are seen as more trustworthy. Allowing interaction of your visitors is a good way to build that trust.

- \* Take time to define your target audience and then create a new channel so that the sales leads are targeted accordingly.

- \* Double, even triple your possible new leads just by adding a social component to your business log that's open to share. An RSS is able to keep your readers abreast of what is happening and therefore you keep targeted traffic coming.

Your business blog is a powerful tool for your sales funnel. Learn to maximize the value it has to offer.

## **Why You Should Use the Sales Funnel Tool**

You may have heard a lot of buzz about the sales funnel, but do you know why you should actually use the sales funnel tool? Glad you asked. By using the sales funnel you can quantify how many prospects you have at each stage of your process, allowing you to predict how many of those prospects (visitors to your site) will become customers over time.

In addition, when you examine these numbers, which change over time, you will be able to quickly spot when problems arise in your sales pipeline. Then you will be able to quickly take action to correct where the problem is. Let's look at an example. Let's say you are examining potential problems with your sales pipeline and you notice that you have not had sufficient email notifications so you can expect in the

following month your sales will be next to nothing. Therefore your corrective action would be to make sure that next month you have sufficient email notifications go out.

Your sales funnel tool will show you where there are blockages where things come to a halt. Your sales funnel will also show the number of leads generated at each stage. With this information you will be able to decide where marketers or sales staff need to spend more time focusing their efforts so that you can meet your sales targets and generate the sales you desire.

Your sales funnel will also show you where any improvements are necessary in your sales process. This can be a simple fix or a complex change that needs to occur to see you generate the increase in sales. Make sure you give each step in your sales process the attention it needs.

### How to Use the Sales Funnel Tool

To begin you need to set up your sales funnel reporting, but first you need to completely understand how your sales process works from start to finish. It often helps to put it on a flowchart. Some sales processes are relatively simple and similar to others in their industry, but others are much more complex, which is why it is so important to know your entire process.

Next you'll want to take time to brainstorm your sales process. This event should include those from marketing and sales, as well as managers. This is how you'll be able to ensure your process is comprehensive and functions well. From there you will need to take the status codes you've determined and classify any potential customers accordingly. If you are using sales contact management system this will be quite easy to accomplish, especially when it is updated properly.

Lastly, you will have to work out the number of potential customers that are in each of your statuses, and then calculate any changes that may have occurred from the previous month.

There you have it – not only do you now know why you should use the sales funnel tool you know how to use it.

## **The Secret to Sales Funnel Success**

The secret to sales funnel success isn't at your website. It's in the work you do away from your website. While some like working with a whiteboard you can do this using software or just a plain old sketch pad. It's the heart and soul of sales funnel success.

Start by analyzing all the different way a person can enter your sales full.

- \* Identify where those visitors come from
- \* Identify where personality and qualities
- \* Identify what they are seeking

- \* Identify where they sit in your purchase cycle

Next you need to identify all activities that a person might carry out on your website:

- \* Read some/all of your content
- \* Subscribe to your newsletter
- \* Join your forum
- \* Look at your social media profile
- \* Make a purchase on your site
- \* Leave your site

Now measure activity on the website such as:

- \* Time on each page
- \* Entry point
- \* Exit point

Finally you can begin to connect the dots and begin to put together the various paths a visitor might take through your sales funnel. At this point you aren't yet making any changes to your website.

Now that you've completed your sales funnel mapping, it's time to begin to collate reports along the way. What you are doing is examining how your sales funnel is actually working, not just the theory. Don't worry you'll have areas that fail along the way. Everyone does. There are two main areas where you can expect failure.

1. A page that does a fantastic job of encouraging a behavior that is not related to keeping a person in the sales funnel. It's called a secondary behavior.
2. A page that fails to move a person to the next step in your sale funnel.

To begin with you may feel there is too much to undertake, so you will want to make a list prioritizing the changes you are planning to undertake. Spend your time focusing on the areas where you are losing the highest number of sales.

By focusing and dedicating your time and effort you can enjoy enormous improvements in how your website performs without having to bring any new visitors to your website. Understanding and putting your sales funnel into practice is a great way to improve your online sales. Offline businesses have been using sales funnels for decades and now online businesses know how to enjoy the same benefits.



## **Your Sales Funnel and Search Engine Traffic**

There's a lot of buzz around the sales funnel and what it can do for your business. Did you know your sales funnel directly affects your search engine traffic?

You will need to determine if your sales funnel is transactional or navigational. You will do this by digging deeper rather than just examining the surface. However, you can presume that sales and conversions are directly the result of the size of your sales funnel that visitors rely on to find your website.

Taking into account the many ways a site can get traffic:

- \* Search Engines including PPC and Organic Search
- \* Advertisements including CPA Networks, AdSense, and text links
- \* Contextual Links by means of Editorial Feedback
- \* Press Releases
- \* Marketing via email
- \* Social Media

Let's look at the mood of the consumer and the intent of your visitors:

- \* Conducting Researching = Qualitative
- \* Interesting in Purchasing = Motivated
- \* Tangential Discovery = Potential for Conversion
- \* Not interested

It is these variables that will determine which sales funnel will make easy a conversion. The conversion is different for each site and it occurs at different times. For example obtaining a valid email address is one type of conversion. Other conversions may subscribe to an RSS feed. Conversion means you make a sale for your products/services. In both scenarios the sales funnel size is very important. What occurs once the visitors arrive will determine which funnel the visitor travels down.

An organic search engine ranking means you have relevant content, consolidated internal links based on keyword optimization, have created prominent landing pages based on your keywords, and have enough links with others to boost your SERPs.

If your site isn't ranking well enough, you will not get the traffic levels you need to employ your sales funnel. Monitor trends with your keywords using keyword research and by producing high quality content focused on your topic for your website.

Your keywords are critical to the success of your search engine placement and your sales funnel. Without proper search engine optimization your site will not function well and your sales funnel will not generate the results you are anticipating.

Your sales funnel is an essential element in generating sales and taking the leads and turning them into paying customers. Your search engine traffic should be targeted based on your keywords. When all the tools available to you are used correctly your business will prosper and grow.