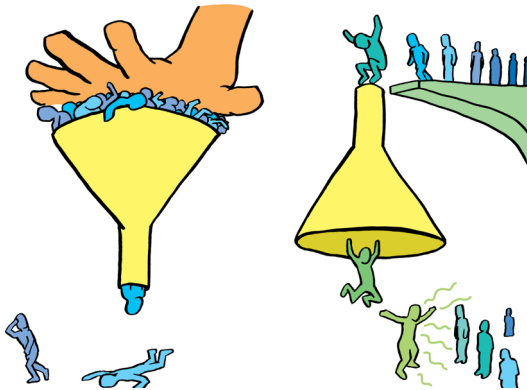


The New Sales Funnel



The old sales funnel relied on marketing activities to focus en masse to the widest possible audience and the secret was to adjust the approach to maximize the conversion rate from prospective customer to actual customer.

Those days are long gone! Nowadays potential customers will, by and large, ignore the mass market approaches but instead are more likely to respond to individually targeted contact whether through social media, networking or partnership engagement. Customers are more likely to be attracted in fewer numbers through multiple routes and the challenge then is to ensure each one is responded to effectively.

Top tips when using the new sales funnel:

1. Look to engage with the customers, not sell to them. You will not earn the right to sell to them unless you have developed a relationship.
2. Customers will only engage with you when they perceive value, so pay particular attention to the content – make it clear what value you can deliver.
3. Except for some markets, unless you have a social media presence you will be invisible.
4. Partnerships are a crucial way to broaden your reach beyond your own sphere of influence.