

Sales Funnel Fundamentals

In This Lesson, You Will Learn:

- The fundamentals of a Sales Funnel



What is a Sales Funnel?

- A sales funnel is the process that prospects go through to become a customer.

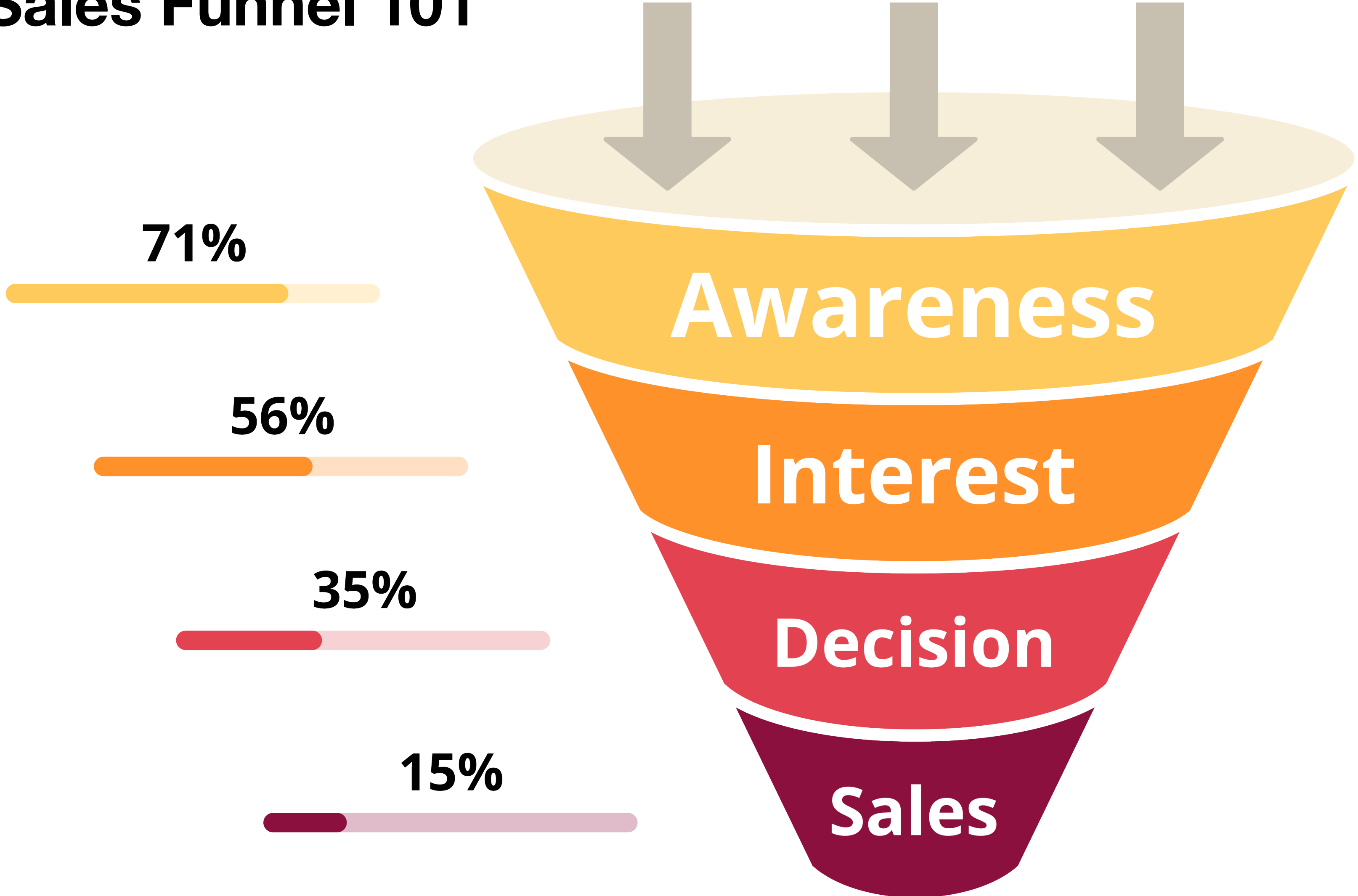


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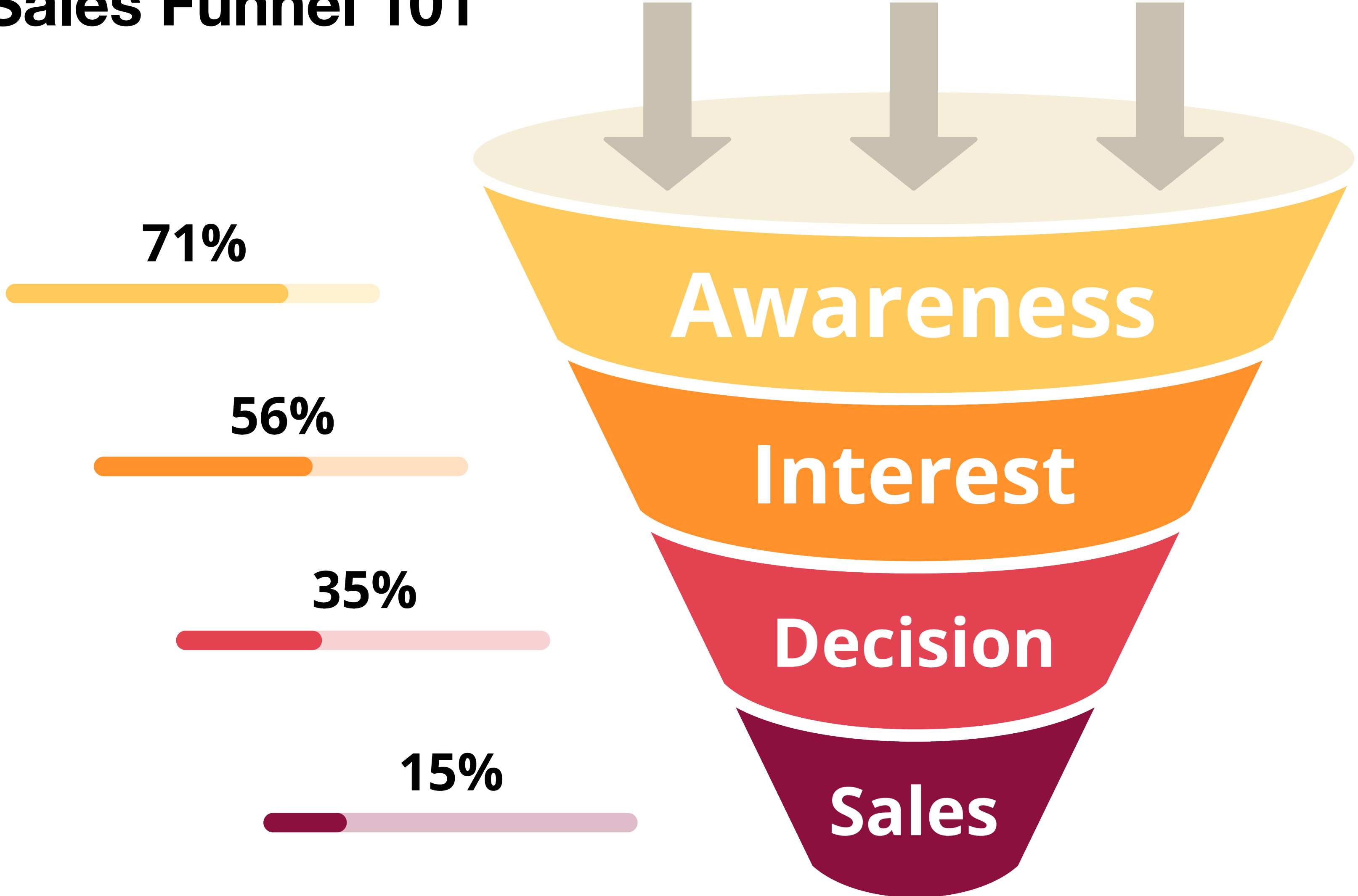


Sales Funnel 101



Awareness
This is when people first encounter you. It could be through your website, a blog post, social media, YouTube, etc.

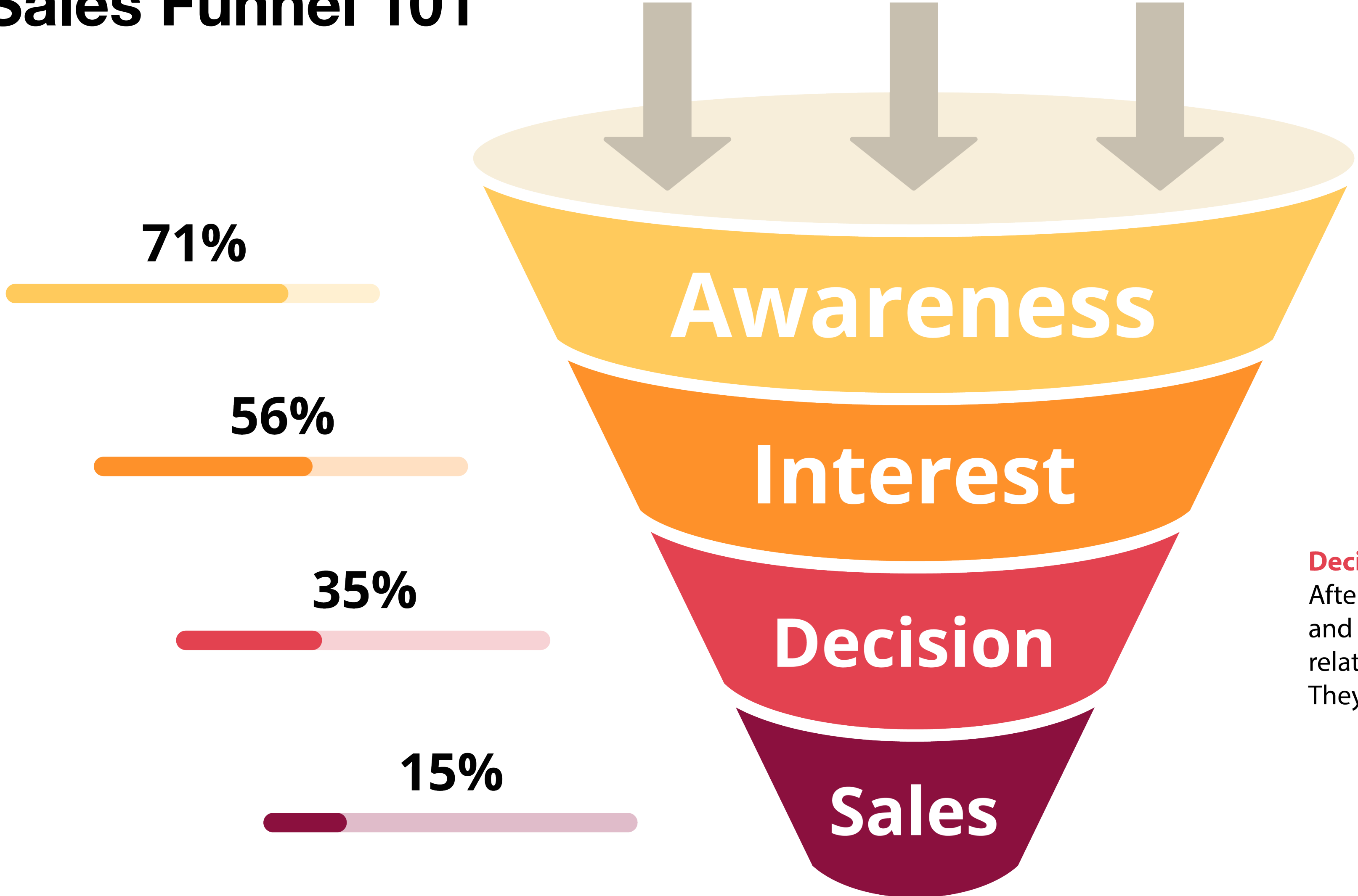
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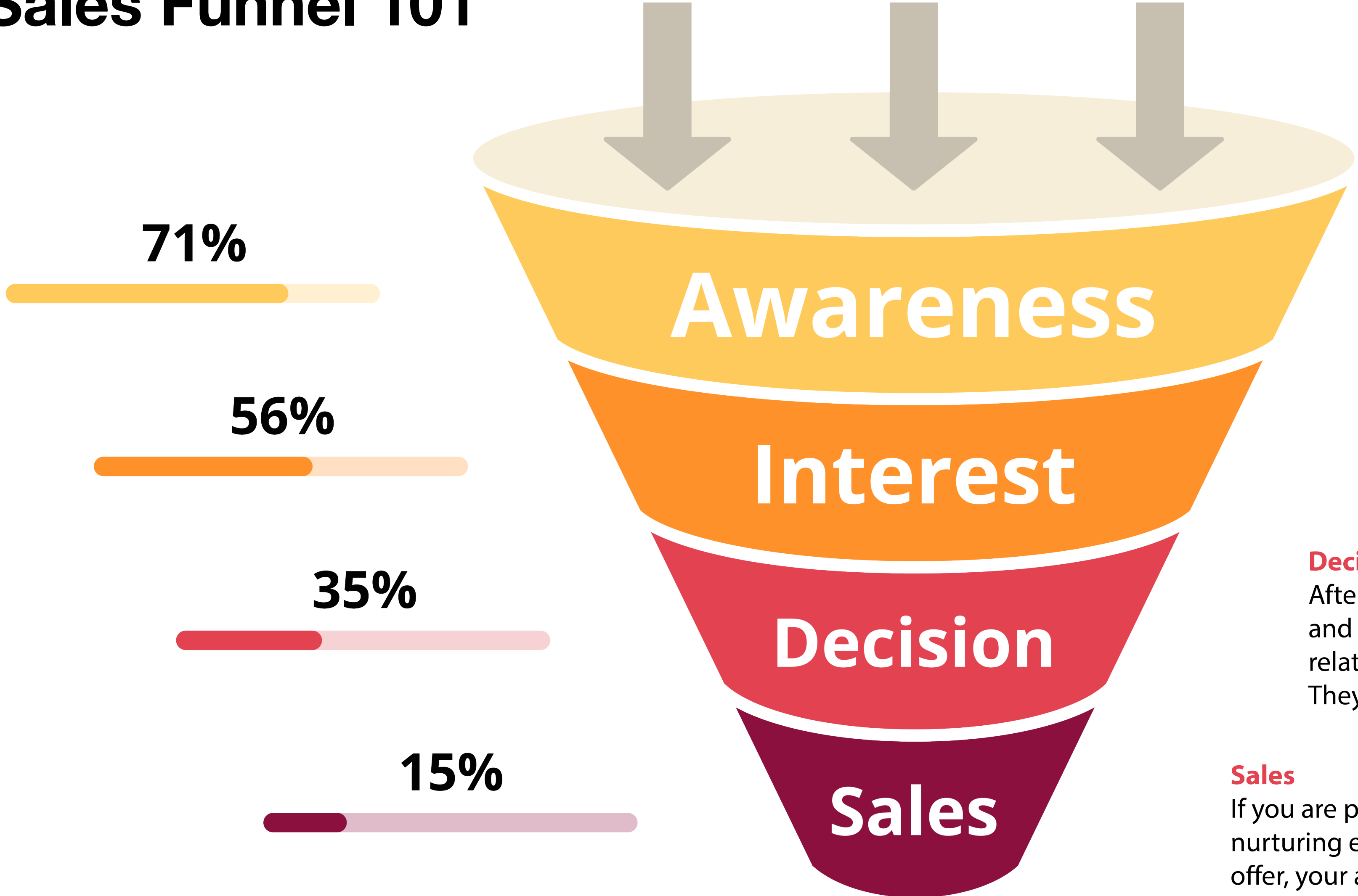
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Sales

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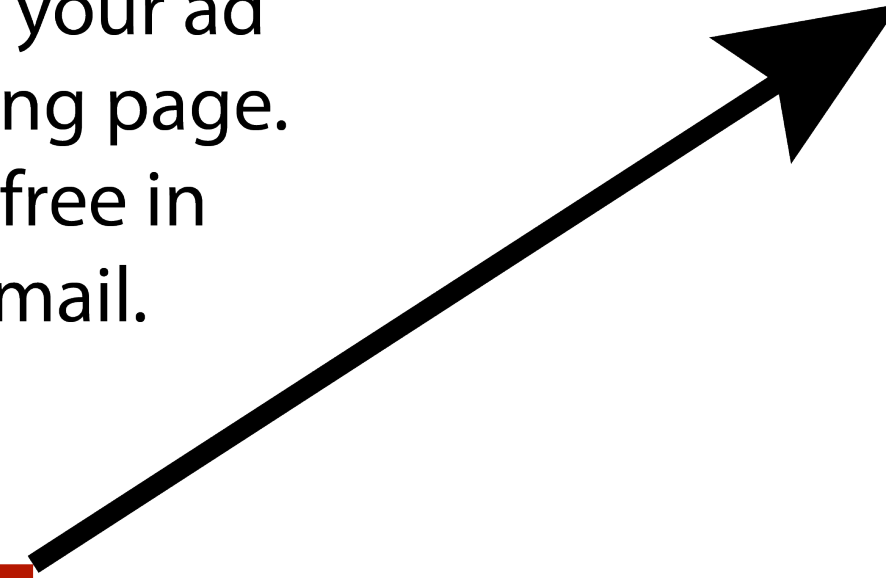
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Sales
If you are providing great value with your nurturing emails and you make an irresistible offer, your audience will buy and continue to buy because they know, like and trust you.

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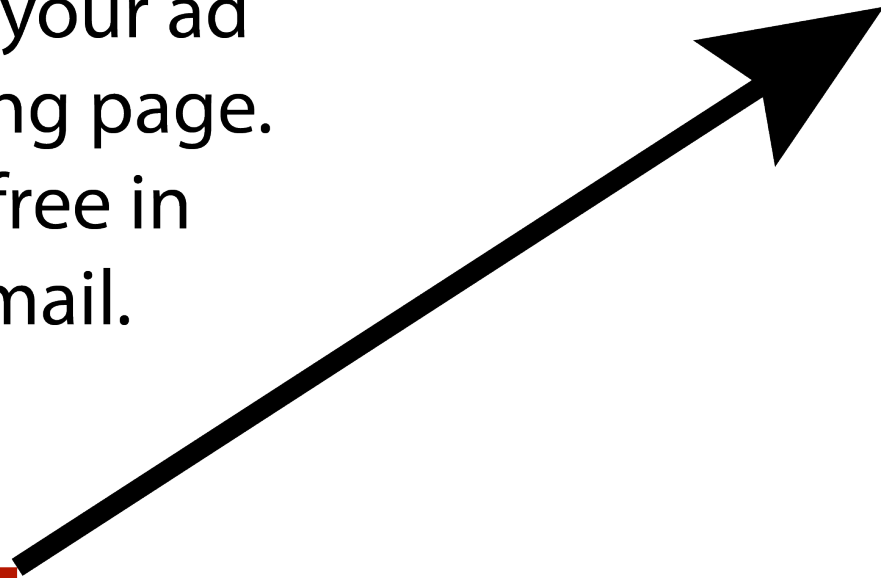
Take prospects from your ad or content to a landing page. Offer something for free in exchange for their email.



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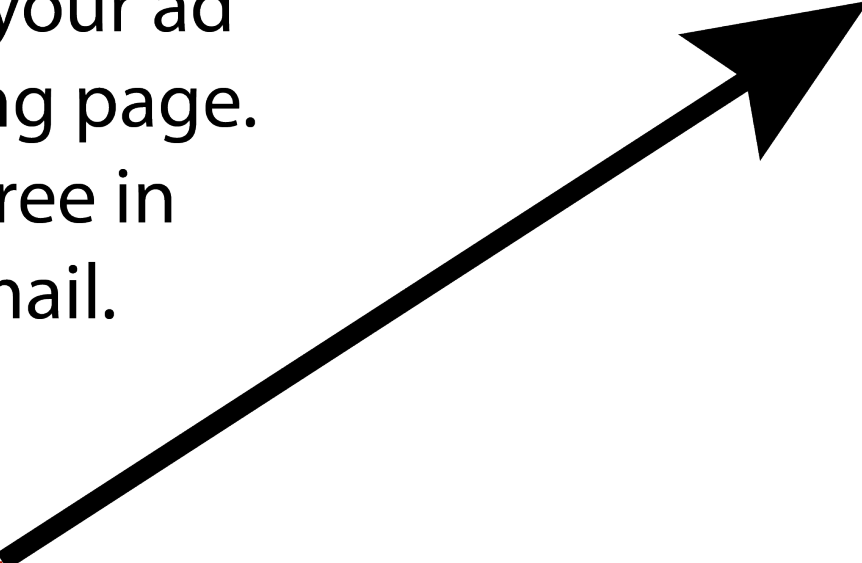
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leadpages.com
your company website
Landing page in your CRM



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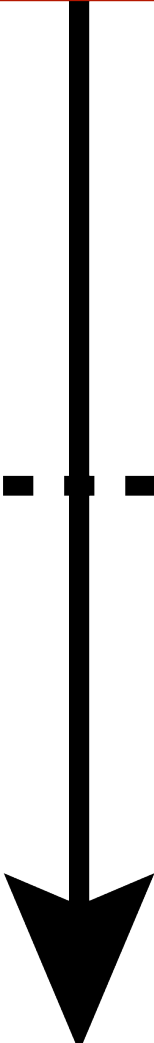
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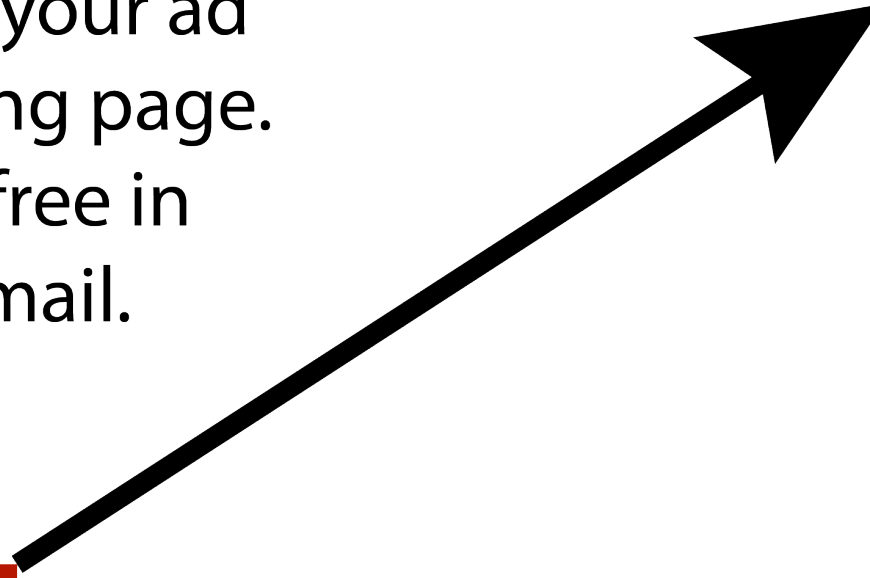


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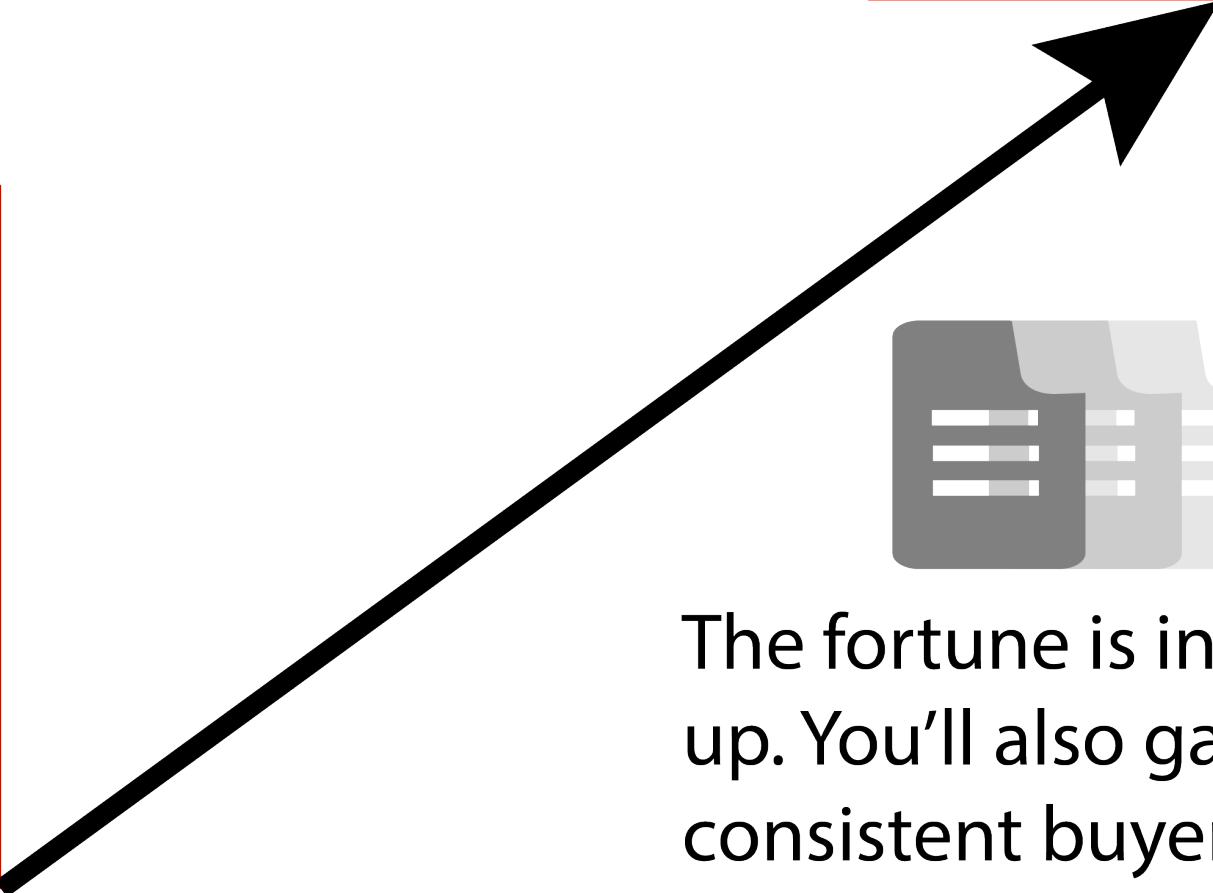
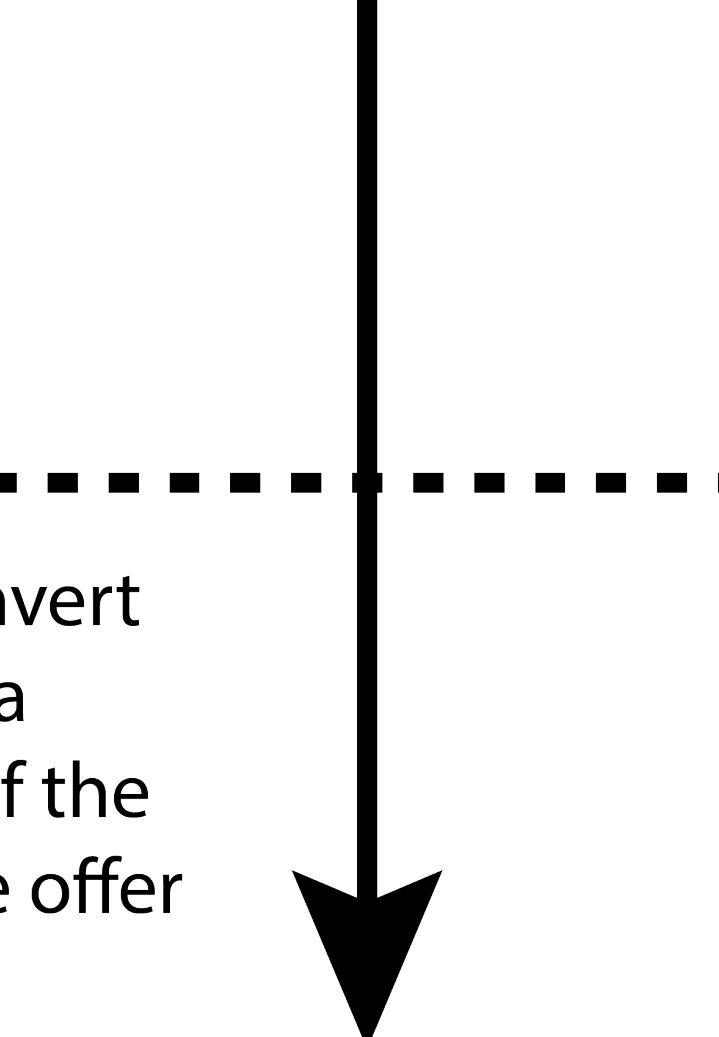
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The fortune is in the follow up. You'll also gain loyal consistent buyers.

Summary

- A sales funnel is the process that prospects go through to become a customer.
- Each stage of the funnel takes the buyer one step closer to making a purchase.
- Spend time thinking of lead generators and ways to collect email address.
- It's easier to make a sale if you nurture your prospects first by giving them value before making an offer.