

Sales Funnel

A sales funnel is a way to visualize the different stages a potential customer goes through before making a purchase. Here are the different parts of a sales funnel:

1. Awareness - This is the top of the funnel where potential customers become aware of your product or service through social media, search engines, or advertising.
2. Interest - Once prospects are aware of your product or service, the next step is to generate interest. This is where highlight the benefits and unique selling points of your product or service to convince potential customers to keep exploring.
3. Consideration - At this stage, potential customers are actively considering whether or not to buy your product or service. They may compare your product or service with other options, or read reviews and testimonials from others.
4. Decision - This is the point where a potential customer decides to purchase your product or service. Price, quality, delivery time, and customer service are all factors.
5. Retention - Once a customer has made a purchase, the focus shifts to retaining them as a loyal customer. This includes ensuring customer satisfaction, offering personalized offers and discounts, and providing ongoing support.
6. Advocacy - Happy customers are more likely to spread the word to attract new customers. This stage involves encouraging satisfied customers to leave positive reviews and share their experiences on social media and other platforms.

By understanding each stage of the sales funnel, you can optimize your marketing and sales strategy to improve the overall customer experience and increase sales.

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