The Sales & Marketing Funnel

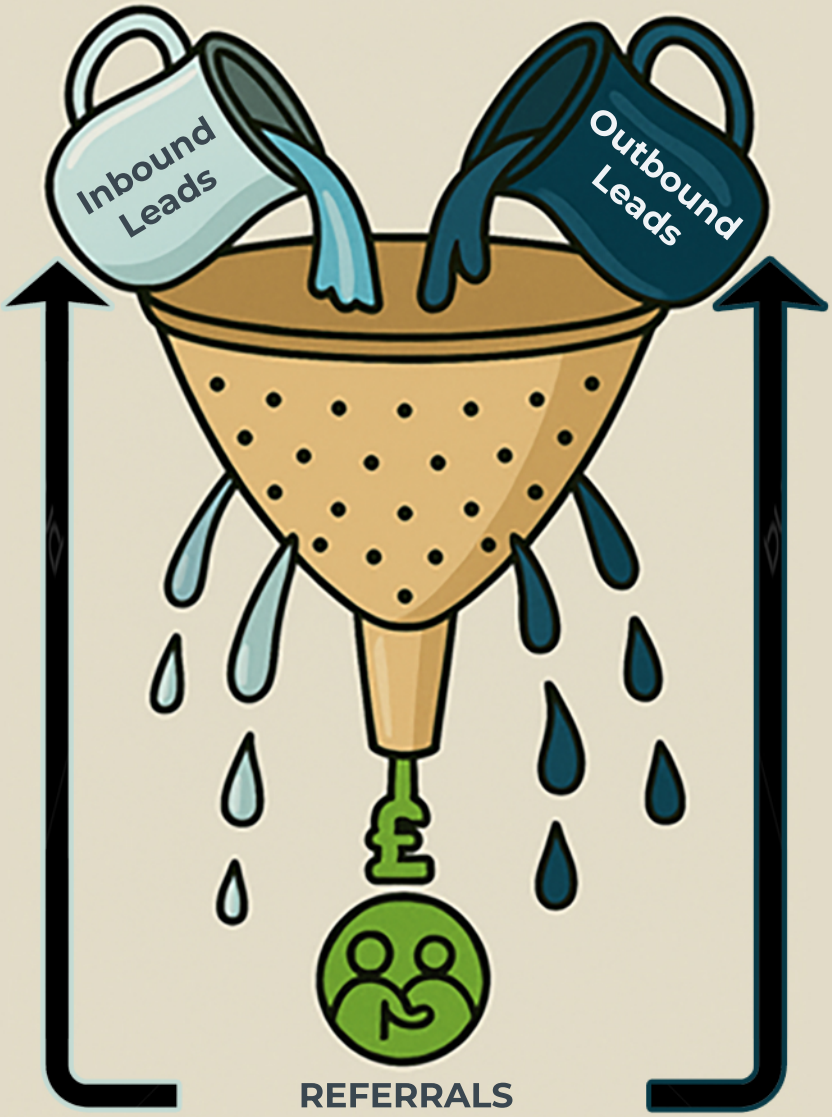
The two levers we have in sales... put more leads in the top of the funnel or plug as many holes as possible, ie convert a higher amount of leads to sales.

 **Higher volume**

 **Better Conversion**

Lets look at how we can increase volume of leads and increase our conversions:

	Inbound Leads	Outbound Leads
Free	**Organic Google (SEO/Blogs), Google Business Profile, free listing (Yell ,Yelp etc), WOM, 5* Reviews, podcast appearances**	**Posting in FB Groups, LinkedIn, Email outreach, ask for referrals, DIY Flyers in local businesses, cold calling.**
Paid	**Paid feature spot on websites, SEO consultancy, pay for podcast, paid backlinks, sponsored listings (Pilot, Google Local Services), PR team.**	**Google Ads, Facebook/Instagram ads, Premium listing on sites like Bark, sponsored posts, pay a VA to do this for you.**



REFERRALS
You ask for referrals, or you get referred.

Once we have a lead (name, or contact method (email, snap, phone etc) we want to move them down through the funnel to become a sale.

CONTACT
Reach out to the lead to gather information about their requirements and needs.

PRESENT PRICES
We will need to discuss prices and what is received for the cost.

APPOINTMENT
If you business involves a service, it will need to be booked in & the customer should show.

DELIVERED & PAYMENT
You give the product/service and receive payment.

How are you maximising Volume?

What steps are you taking to maximise conversion?

Contact Jake to improve your funnel:

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