



Ideas360 Checklist: Adapting Your Virtual Sales Funnel?

When we take face-to-face interaction out of the sales process (networking, client appointments, etc.), we are adapting our sales funnel. It's critical for your Sales & Marketing team to adapt too! Every touch point is critical!

The Virtual Sales Funnel often looks and feels a bit different than a typical sales process. This checklist will provoke important questions to ensure that your **Sales & Marketing** team are adapting to a the new virtual sales environment.

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Virtual Sales Funnel

- () Have your sales and marketing teams collaborated on how to approach a virtual sales effort?
- () The sales funnel starts with the marketing message. Is your marketing team and messaging aligned with the **virtual** sales effort?
- () How long is the sales cycle? How often (and how effectively) are you 'touching' the client, in the **top** of the funnel, before the lead gets to the salesperson?
- () How is your sales team using **LinkedIn** to connect with the ideal client? How effective are their touches?
- () What does the first touch, by your sales team, involve? (Phone, email, zoom?) What tools do they have to support this process?
- () Does the sales team understand how to cultivate relationships virtually?
- () Are there new questions you should be asking in a virtual environment?
- () What is the USP (Unique Selling Proposition)? Does the virtual landscape change this?
- () Do your salespeople know how to identify buying signals, *virtually*?
- () Do your salespeople know how to close the sale, *virtually*?

Do you need to create more collaboration between sales and marketing, 'coach-up' your sales team on virtual sales strategies, or just identify new sales and marketing strategies? We can help! We provide over 20 years of proven **sales-driven** marketing strategies. Contact Ideas360 today!

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