

Sales & Selling: Week 1

The Sales Funnel

Focus: From our experience working with entrepreneurs' "sales" is one of the most overlooked areas of business, so in this 4-part series will look at simplifying the process of selling and give you all the tools you will need to sell with confidence.

Common problems/mistakes:

- Little to no thought is given to the sales process customers go through;
- Start-ups think if they launch, customers will buy right away;
- Some business owners do not understand the relationship between marketing and sales.

Why is it important:

- No customers, no business;
- Increasing your income enables you to grow and scale;
- Some investors want to see a track record of sales.

How to do it well?

Screen share:

- Sales/Purchase Funnel
- The process of converting customers.

Template/checklist:

The Sales funnel template.

Tips for success:

- No qualified leads, no paying customers;
- Automate your sales funnel as much as possible;
- Listen to your customers more than you speak.

Task:

List out the business activities you will do at each stage of the sales/purchasing funnel to convert more prospective customers.