Sales Funnel – Initial Setup

Agenda

Overview of Sales Funnel Module

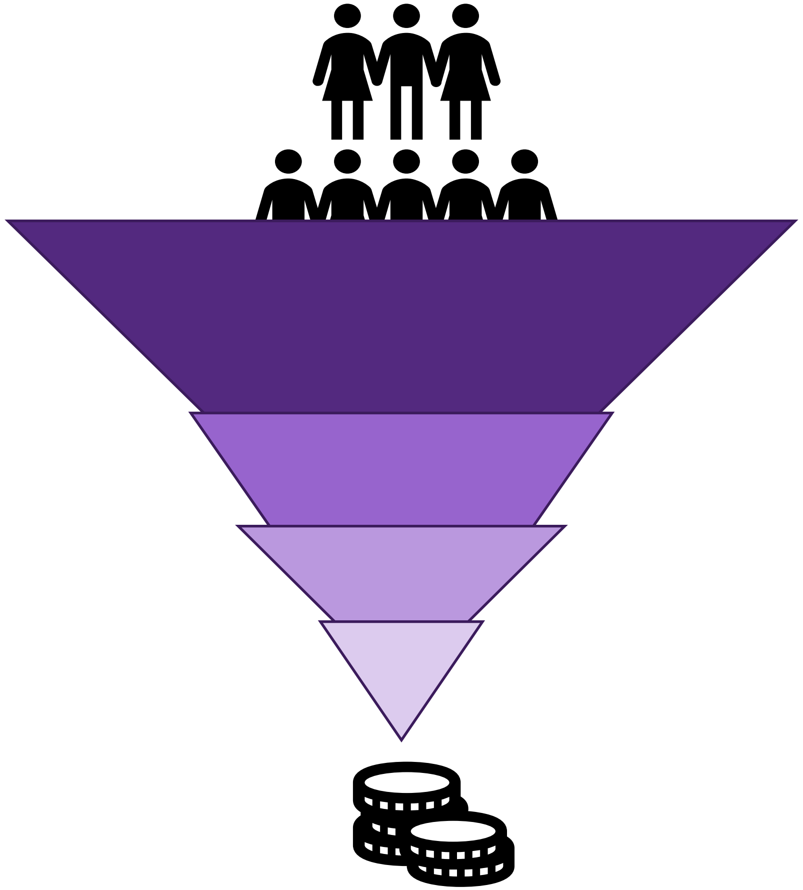
Initial Setup

- Sales Sources
- Sales Stages
- Sales Opportunity Status Reasons
- Auto-Reminders
- Time-line Items

Setting up your Sales Proposal Template

Overview

The GrowthZone Sales Funnel management tool empowers you to monetize and track sales opportunities such as memberships, sponsorships, and subscriptions; track by progress, probability, sales stage, and lead source



Sales Funnel Value…

- ✓Enables tracking of successes and setbacks at any point
- ✓Provides an understanding of the conversion rate at every stage
- ✓Offers an analysis of final sales data
- ✓Improves forecasting accuracy
- ✓Allows for effective decision-making regarding cashflow, budgeting, etc.
- ✓Helps estimate customer acquisition costs
- ✓Identifies the most profitable customer acquisition methods
- ✓Results in higher profit margins

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Sales Funnel Value…

All the data related to your sales opportunities is tracked in the database, and you will easily be able to report on that information for better planning and forecasting

Contact Name	Default Email	Default Phone	Sales Person	Estimated Close Date	One Time Value	Recurring Value	Total Value	Status	Reason	Stage	Disposition	Timeline
A Place for Dogs	info@mailiantor.com	(218) 786-0987	Cheri Petterson		$50.00	$1,225.00	$1,275.00	Won		Personal Visit	Super Hot	Proposal Accepted
Acons Mortgage Co			Susan Williams		$0.00	$0.00	$0.00	Won		Initial Contact		Initial Contact
Bouillabaise	bou@mailinator.com		Cheri Petterson		$0.00	$0.00	$0.00	Active		Initial Contact	Hot	Initial Contact
Bowtie Apparel	bowtie@mailinator.com	218-876-8765	Cheri Petterson	4/8/2022	$50.00	$625.00	$675.00	Won		Proposal Sent	Opportunity	Proposal Accepted
City Investors	jonathan@mailinator.com	800-888-1234	Joan Anderson	1/20/2021	$50.00	$660.00	$710.00	Won		Proposal Sent	Opportunity	Proposal Accepted
Daniel Jackson	djackson@mailinator.com	(218) 786-0987	Cheri Petterson		$0.00	$500.00	$500.00	Active		Initial Contact		Initial Contact

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Overview

For Example: By tracking estimated close dates and recurring revenue, you generate the Sales Funnel report, by month, and use the data for budgeting and forecasting

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What information do you wish to track…

As you prepare to use the Sales Funnel module, you will want to consider the information that you wish to track…

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What information do you wish to track…

Sales Source: How did you learn of this opportunity, what avenues are working best for you? Email Campaign, Cold Call, Trade Show?

Sales Category: Organize your sales opportunities. For Example: New Membership, Membership Upgrade, etc.

Sales Stages: Allows you to track where you are at (or should be!) in your sales efforts

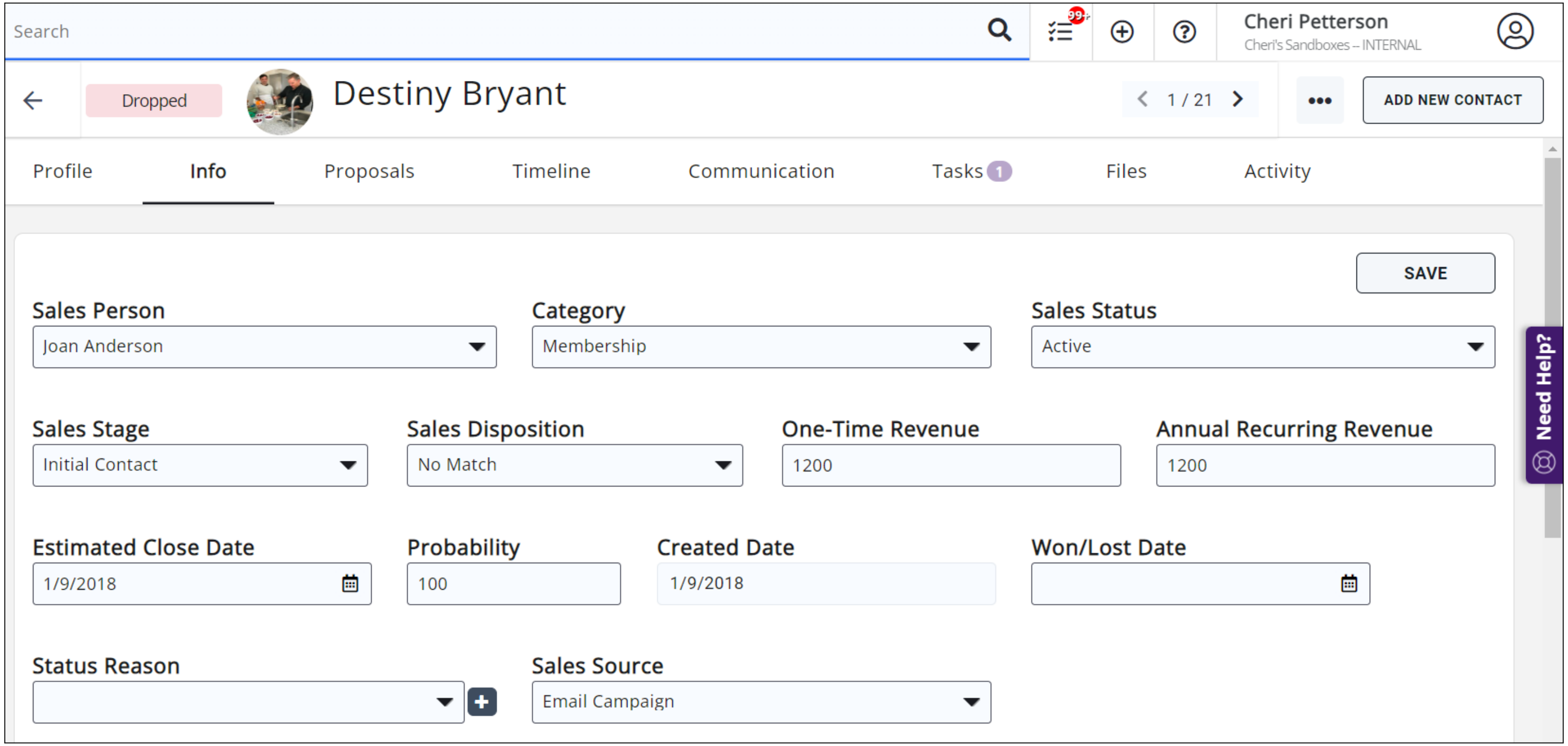
Recurring Revenue/One-time revenue: What is expected revenue if you make the sale?

Disposition: What is the likelihood of making the sale?

Salesperson: Which of you sales personnel are excelling and which may need assistance

Additional Custom Fields?

What information do you wish to track…



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Sales Sources

Sales Sources are used to track how you learned of the opportunity. Examples of Sales Sources might include referral, trade-show, walk-in and so on.

You can associate your sales sources to opportunities to help you understand where your opportunities are coming from, and if you win you can look back to see what sales source it came from.

Learn More! Setup Sales Sources

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Sales Stages

Sales stages allow you to identify the level of engagement a prospect has had with your sales team

You may define sales stages that match your business processes. Examples of stage may include initial contact, first email, onsite visit, and so on.

Learn More! Setup Sales Stages

Sales Opportunity Status Reasons

Sales Opportunity Status Reasons allow you to identify why an opportunity may be stuck in a particular status

For Example, you may have a status called on-hold, and provide a reason such as “Expense” that tells you the cost of the sale may be too much

Learn More! Setup Sales Opportunity Status Reasons

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Sales Disposition

An effective disposition process either reaches the prospect for qualifying, disqualifies them as an inappropriate prospect, or hands them back to marketing for ongoing nurturing until they're both qualified and ready to buy

For Example, an opportunity may just not be ready to sign on, so you may choose to "dispose" of it by catgorizing it as "nurture" or the opportunity is ultimately not a good fit so you may wish to categorize it as "Non Member Opp"

Learn More! Setup Sales Disposition

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Sales Opportunity - Custom Fields

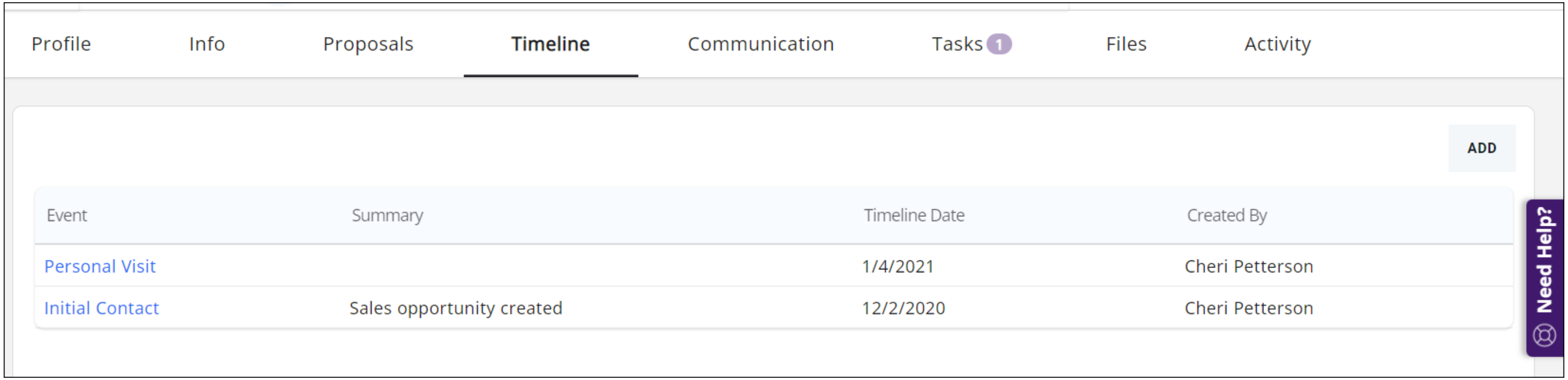
In addition to the standard Sales Funnel field, you can track as much additional information as needed through custom fields

For Example, tracking the industry to which your prospects (and members) belong can be useful data in how to focus your member recruitment efforts

Learn More! Setup Custom Fields

Timeline Items

Another thing you will be able to track for each of your opportunities is what activities have been performed towards this opportunity



Timeline Items

For each opportunity you can maintain a timeline of activities you have performed

This provides visibility into where you are at with an opportunity, but also importantly, as what point you were able to achieve sales and the length of time it took to achieve it

Time-line Items

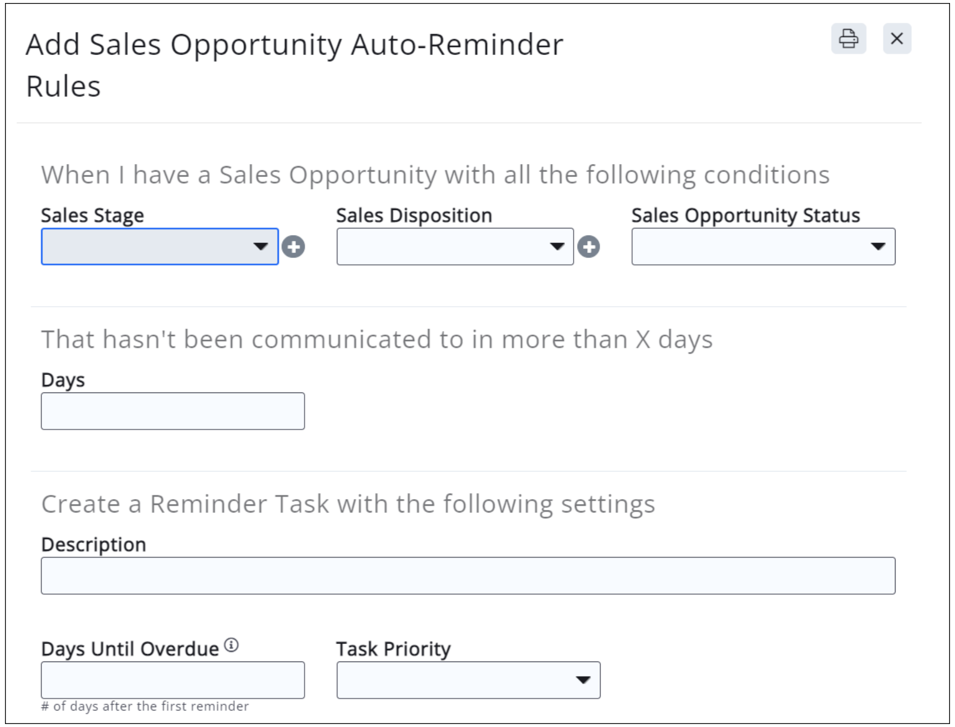
If you have clear expectations of the various activities that must be performed towards each opportunity, you can pre-emptively create those timeline items, or they may be created “on the fly” as needed

Timeline items may include when this first became an opportunity, when a personal visit has been made or event when you sent the proposal

Learn More! Setup Timeline Items

Stay in touch with your opportunities!

On average it takes 8 touches to get through and generate a conversion. And you will want to ensure that your sales team is reaching out frequently



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Sales Opportunity Auto-Reminders

Using the Auto-reminder functionality, rules may be setup to notify staff of opportunities to which there has been no communication in a certain number of days

Learn More! Setup Auto-Reminders

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Create a Sales Proposal Template

Your sales proposal outlines products and/or services to a prospective member.

In your proposal you should re-enforce that the buyer has made the right decision and detail the benefits of their purchase. While you may have already clinched the sale, a well written sales proposal shows your commitment and professionalism

Learn More! Create Sales Proposal Template

Questions?

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