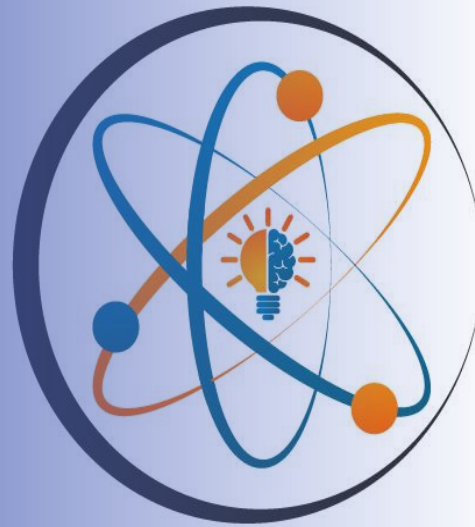# SALES FUNNELS

May 2020

GENIUS
TRAINING NETWORK
THE SMART APPROACH TO BUSINESS

What is a funnel?

Contrary to popular opinion, it's not a software package that you can click and make money.

The software is how you execute a sales funnel.

Your sales funnel is the path your prospect walks to become your customer.

1. AWARENESS

The awareness stage is when a prospective customer becomes aware that you offer a product, solution or service that will benefit their needs. This can occur through advertising, word of mouth, research performed by the prospect or any of several other pathways. Upon awareness the prospect will begin to think about how they can find the appropriate solution to their problem.

2. INTEREST

Once a prospect becomes interested in your services, they go through an evaluation process that has them reaching out for more information, comparing the offerings from a variety of competitors and becoming more educated about the factors surrounding the offering. Providing your prospect with a strong argument for the effectiveness of your product is imperative at this level. With the potential customer still weighing their choices you'll need to put your best foot forward.

3. DECISION

Getting a prospect to make a decision comes down to supplying them with all the information they're looking for, answering the questions preventing them from taking action, allaying any fears they have and convincing them the action they're about to take will result in satisfaction. This is the level that you need to demonstrate your authority in your field confirming that you're the best choice available. You can support this authority by providing social proof in the form of customer reviews, endorsements or compelling statistics.

4. ACTION

Getting a prospect to make a decision comes down to supplying them with all the information they're looking for, answering the questions preventing them from taking action, allaying any fears they have and convincing them the action they're about to take will result in satisfaction. This is the level that you need to demonstrate your authority in your field confirming that you're the best choice available. You can support this authority by providing social proof in the form of customer reviews, endorsements or compelling statistics.

"So as you can see it's less of a sales funnel, and more of a sales funnel cake."

The Problem and Your Solution

The Problem

Most Companies have zero clue about their desired customer. They have a vague idea of who they are, but not how they think.

The Solution

You will take a deep dive into defining your ideal customer (avatar) - minimum 250 words think of all the variables
age, weight, income level, desires, motivators, outcomes, city, urban, country, drinks, eats, sleeps, nationality, current product purchases, similar companies that they like

Hello, I'm your Potential Customer.

I'm Jane Customer, I'd like to buy something from you.

I am hoping you can catch my attention that makes it feel unique to me and my situation, so I can become interested in your product or service and decide that I need to take immediate action.

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Value Ladder

Low cost – small barrier of purchase

PDF document in exchange for an email address

Low cost – Consistency matters

Audio File – Podcast no commitment from them

Medium Cost – Document / Analysis

Courses / Steps to avoid problems

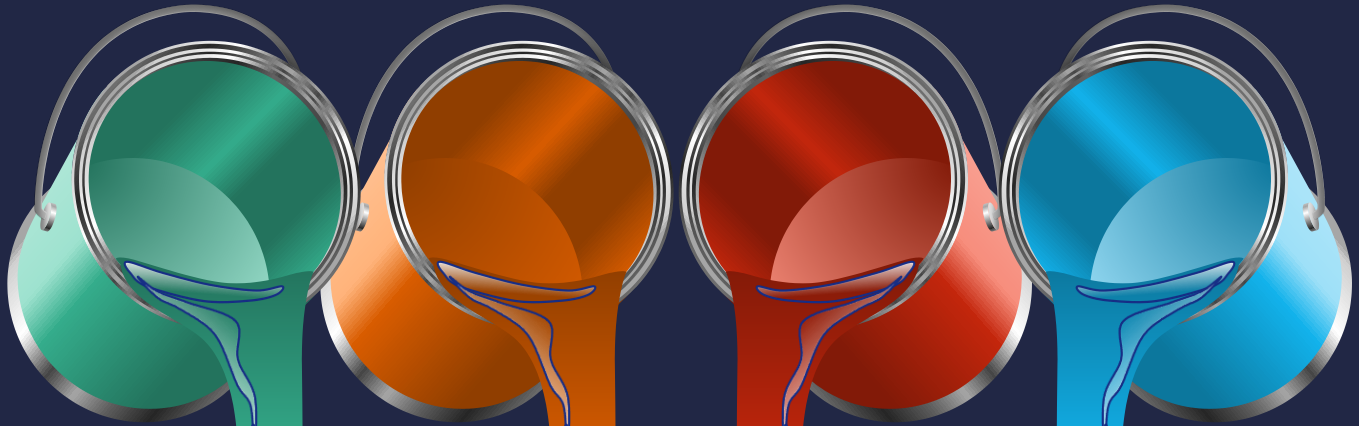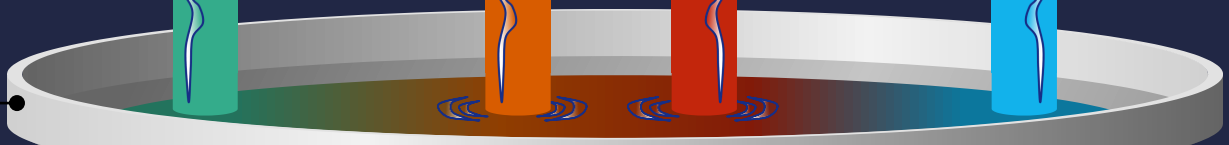**High Cost – Leveraging Experience**

Group Coaching / Mastermind
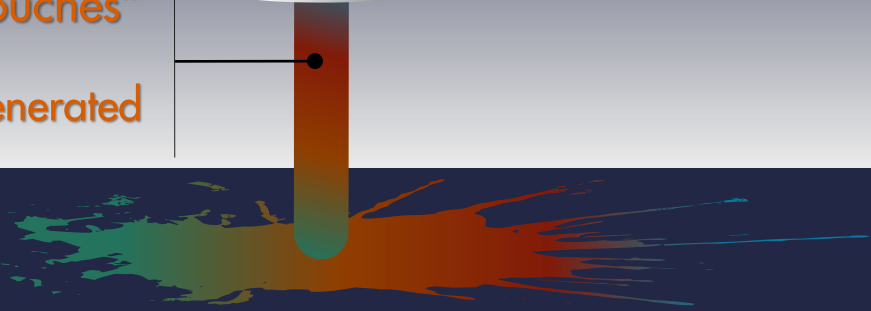
Highest Cost – Time Consuming

One on One Coaching

SALES PROCESS

"And then you'll close the sale."

You direct everyone into your information / payment gathering site

Captured Information

Retargeting "touches"

Income generated

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Ways to Funnel

DM Me

- Send me a DM with your email and I will send you the information

Messenger

- WhatsApp
- Telegram

Link Page

- I use Taplink from AppSumo – joinappsumonow.com

Funnel Pages

- Incorporated website and payment collection
- www.joinbuilderallnow.com

Social Media

- Refer them to the link in bio
- Social Media Scheduler – joinwoofy.com

Custom URLS

- Create an easy to remember URL so that you are not dependent on complicated links

Make it easy to connect with you