Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS

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Understanding the digital sales cycle

Seminar four

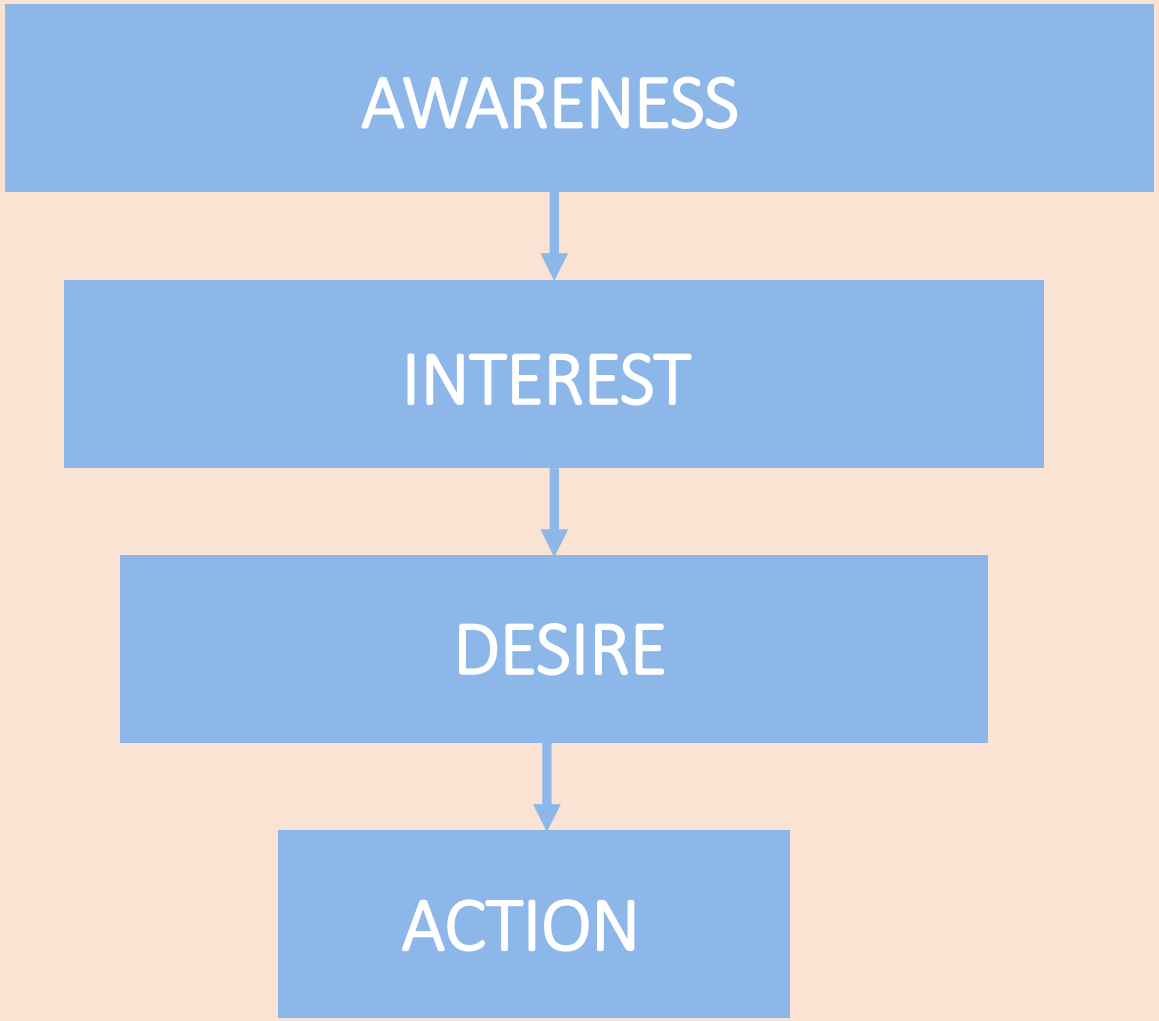
OVERVIEW

1. What is a sales funnel?

2. Centralising customer experience

3. Sticking points

4. The digital sales cycle

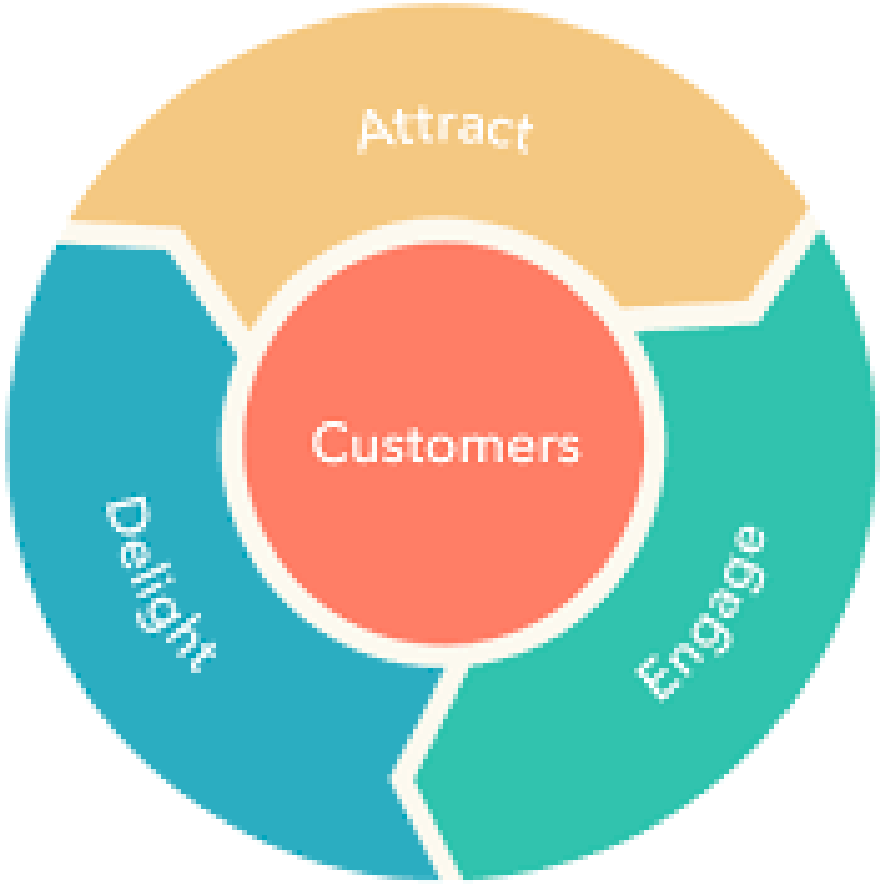


What is a sales funnel? A traditional sales funnel is a visual representation of the stages consumers go through when purchasing something from your business.

1. WHAT IS A SALES FUNNEL?

- Not all businesses need to invest in all stages of the sales funnel
- The more expensive your product/service is, the longer it will take for your audience to move through each stage of the sales funnel
- The greater the need for your product is, the faster your audience will move through the sales funnel

2. CENTRALISING CUSTOMER EXPERIENCE



The sales funnel is now actually a flywheel.

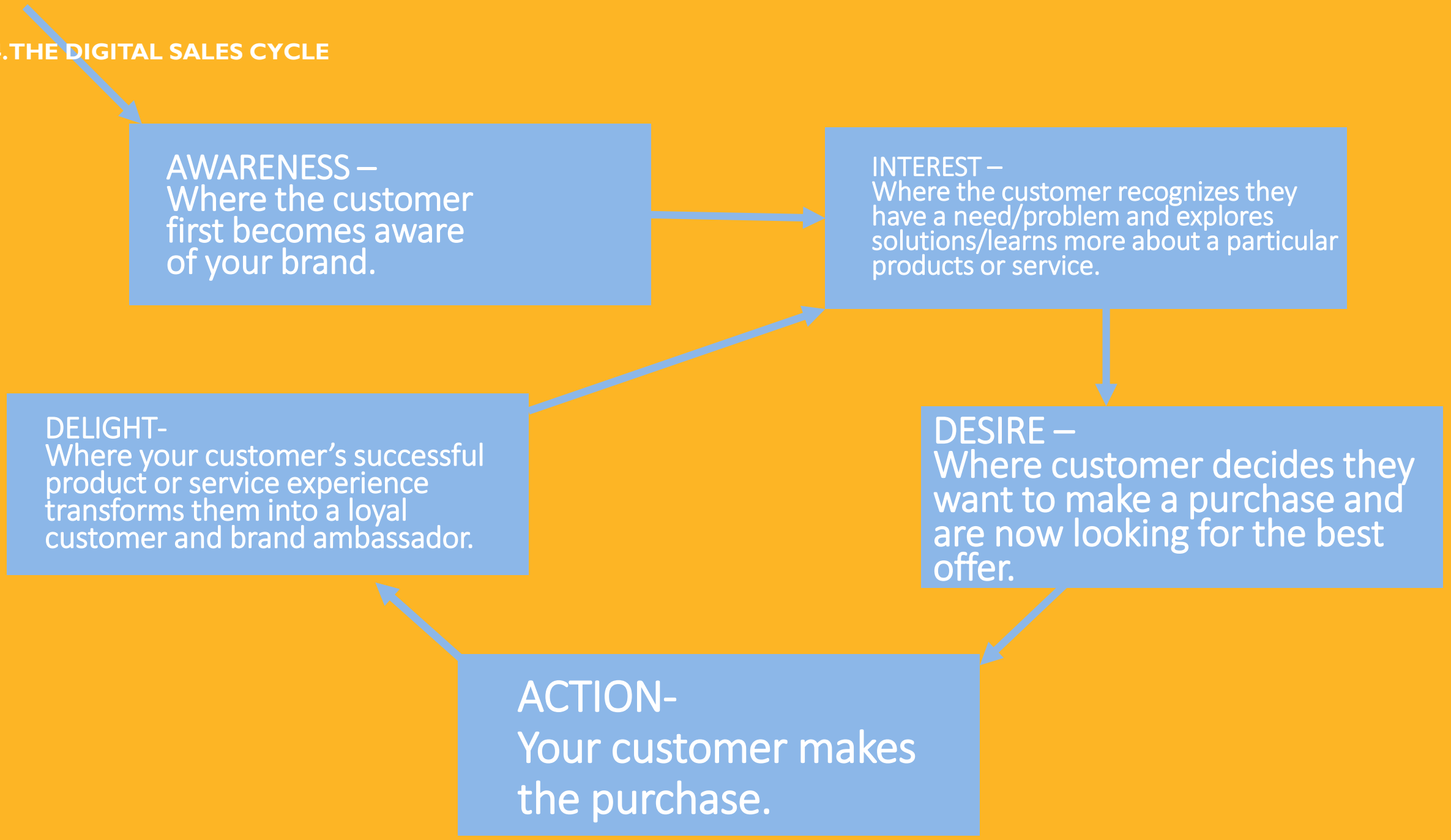
3. STICKING POINTS

What is a sticking point? When customers stay at a particular point in the sales funnel for an unusually long period of time, or a stage where there is a significant drop-off in customers, this is known as a friction or sticking point. It usually means that something is lacking in the sales funnel. Our goal as marketers is to eliminate these.

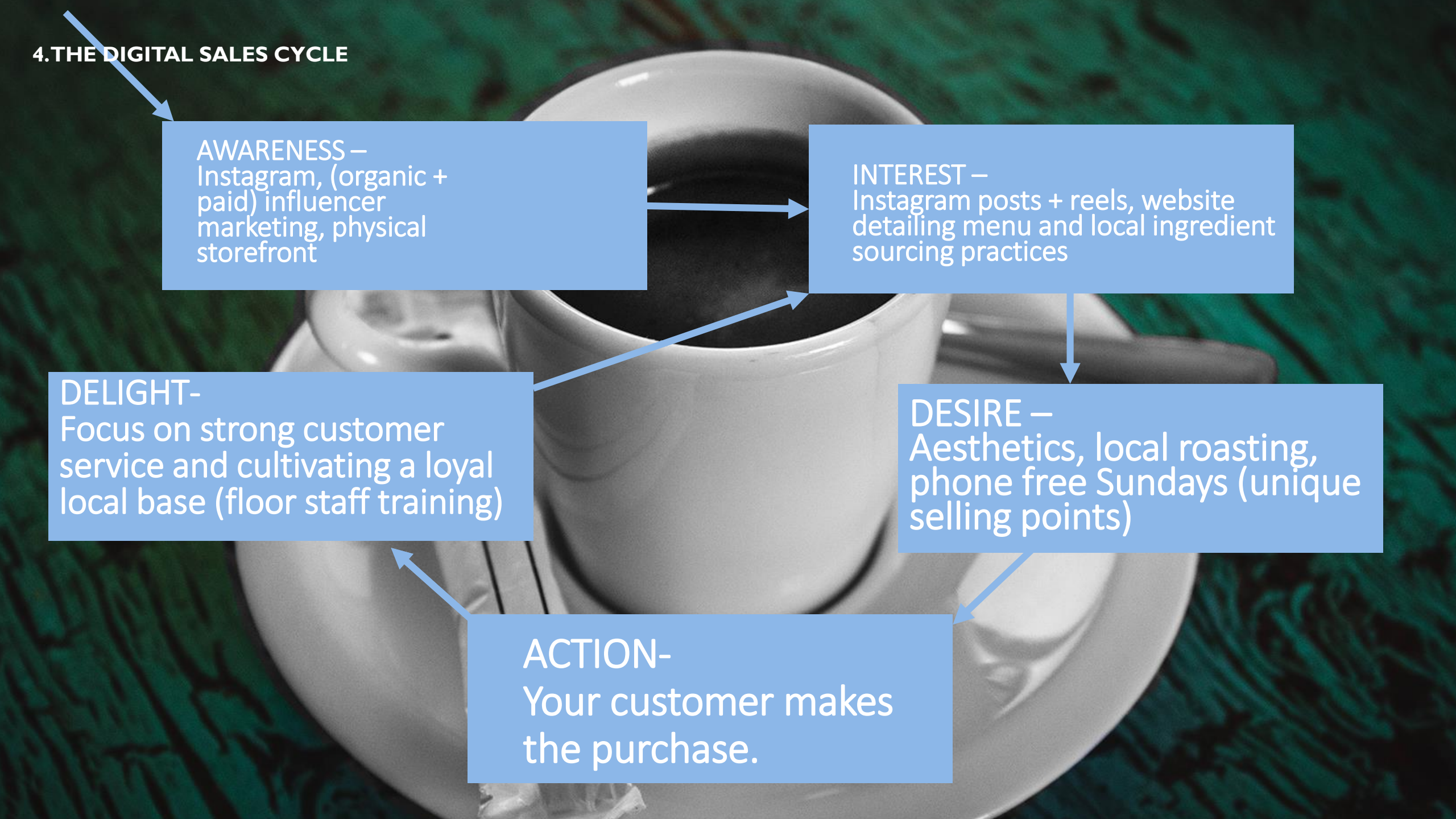
4. THE DIGITAL SALES CYCLE

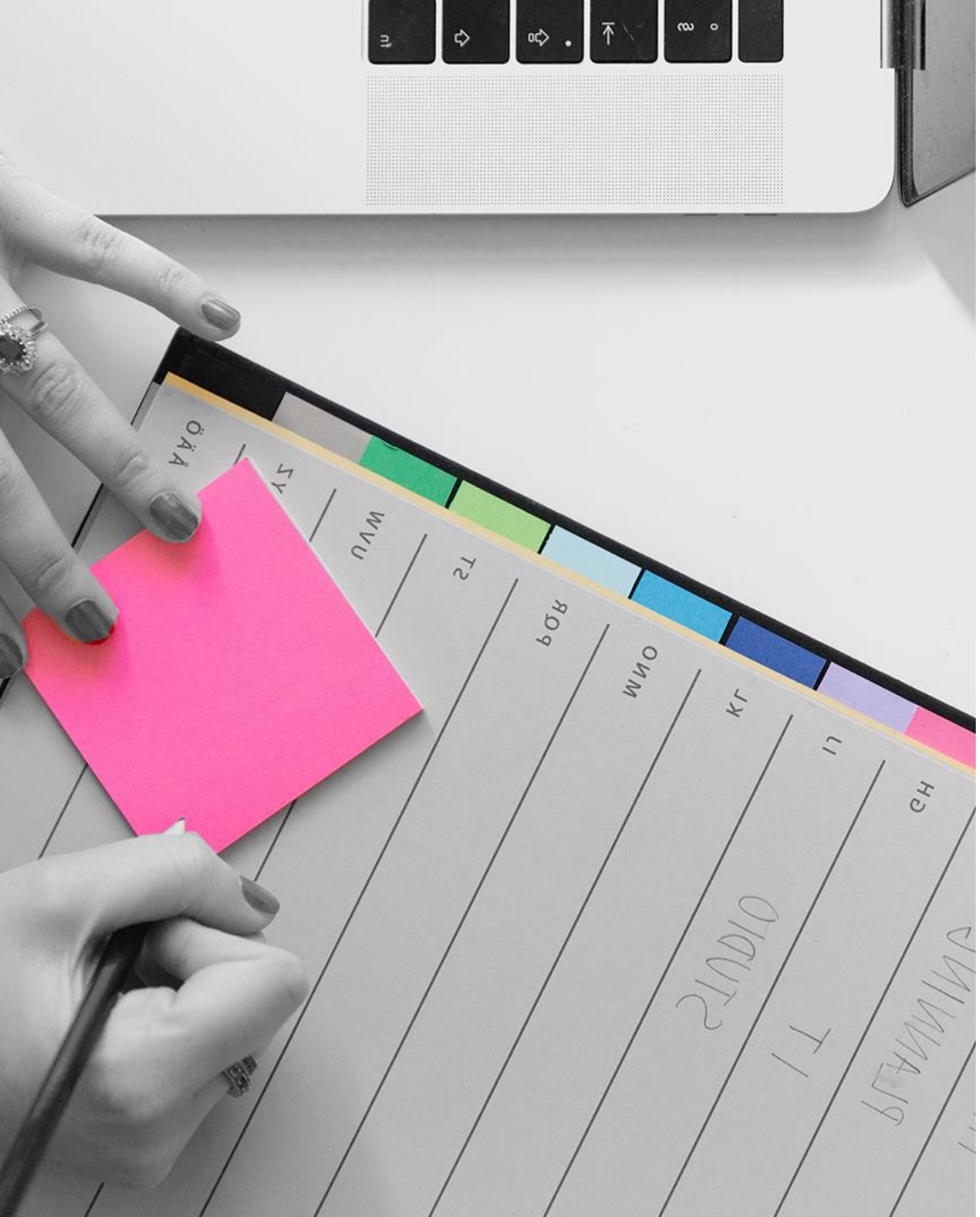
A digital sales funnel (or flywheel) takes some or all the lead nurturing process online.

4.THE DIGITAL SALES CYCLE



4.THE DIGITAL SALES CYCLE





Workshop tasks:

- Map out your current sales cycle. Include the methods you currently use to move leads through the awareness, interest, desire, action and delight phases of your purchase process.

- Identify any sticking points.

- If you are in the planning stages of a new business, map out what you think your digital sales cycle might look like and taking into consideration your brand and target audience.