

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS

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Understanding the digital sales cycle

Seminar four





OVERVIEW

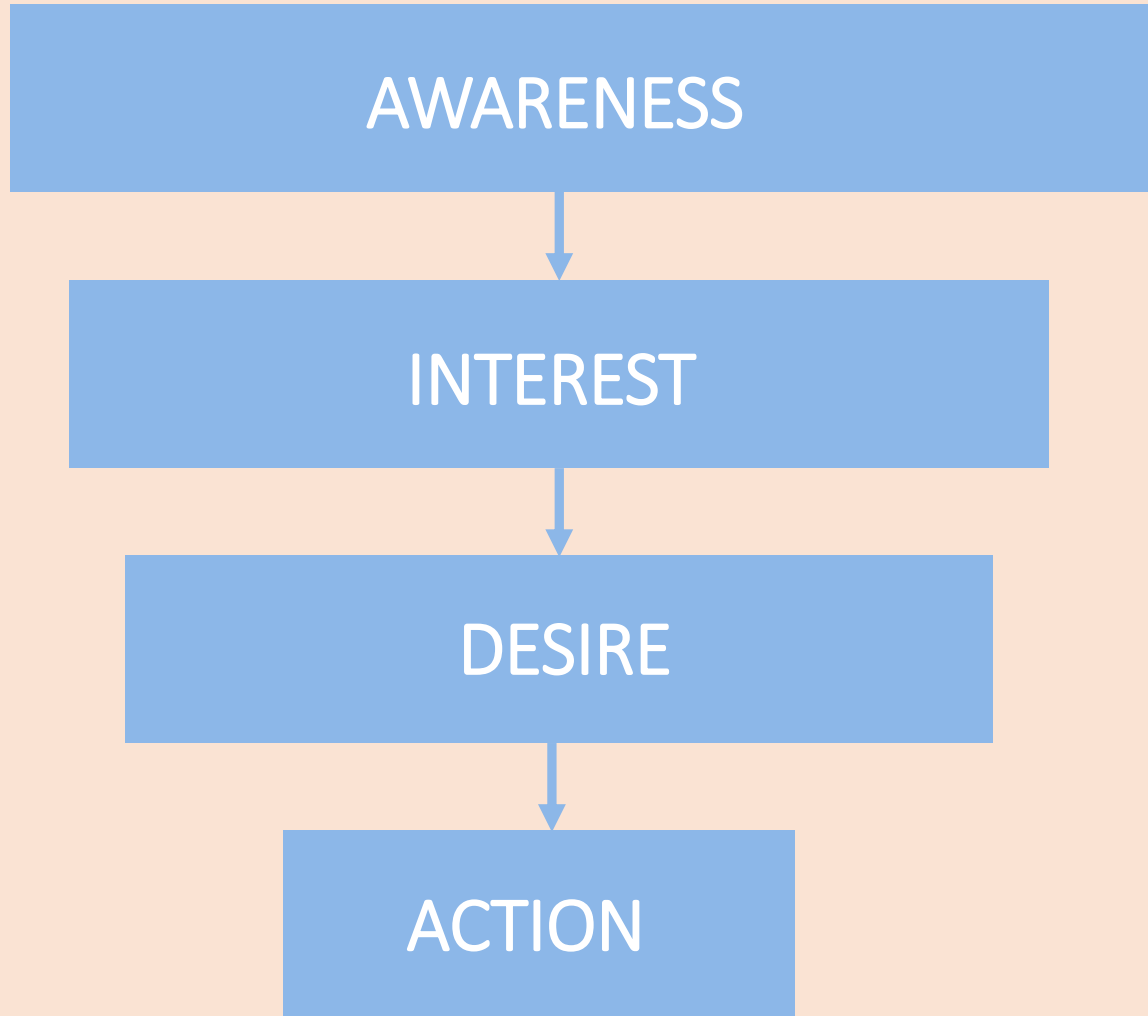
1. What is a sales funnel?

2. Centralising customer experience

3. Sticking points

4. The digital sales cycle

I. WHAT IS A SALES FUNNEL?



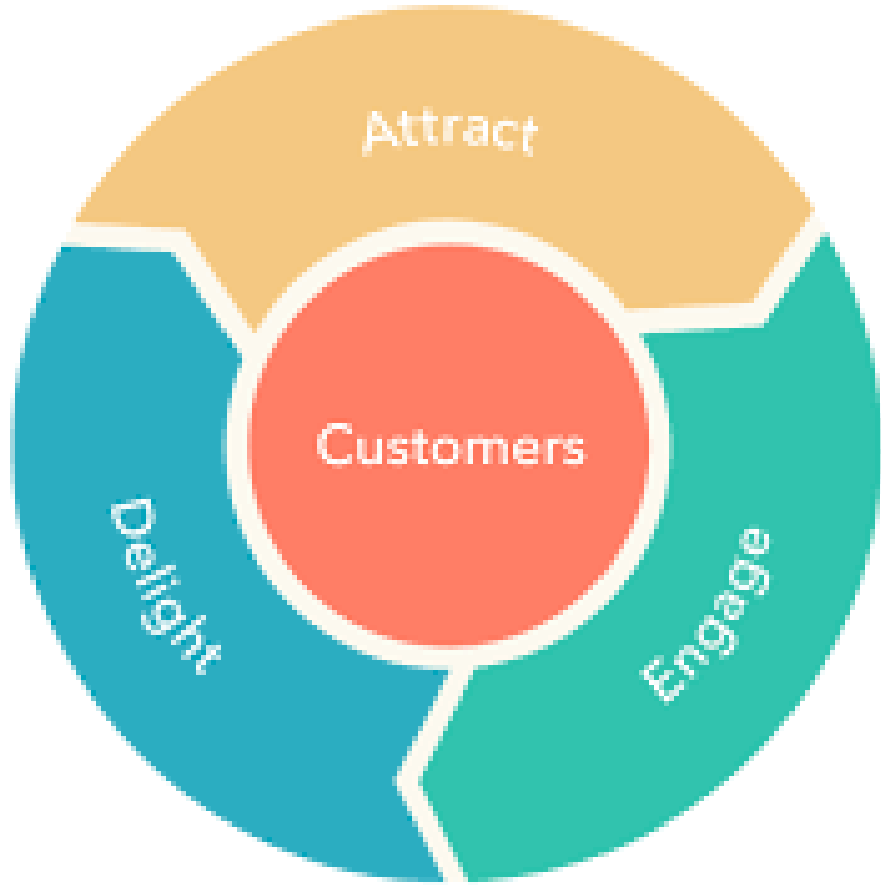
What is a sales funnel? A traditional sales funnel is a visual representation of the stages consumers go through when purchasing something from your business.

I. 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.



2. THE DIGITAL SALES CYCLE



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

4. THE DIGITAL SALES CYCLE

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graph TD; Awareness[AWARENESS – Where the customer first becomes aware of your brand.] --> Interest[INTEREST – Where the customer recognizes they have a need/problem and explores solutions/learns more about a particular products or service.]; Interest --> Desire[DESIRE – Where customer decides they want to make a purchase and are now looking for the best offer.]; Desire --> Action[ACTION- Your customer makes the purchase.]; Action --> Delight[DELIGHT- Where your customer's successful product or service experience transforms them into a loyal customer and brand ambassador.]; Delight --> Interest;
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AWARENESS –
Where the customer first becomes aware of your brand.

INTEREST –
Where the customer recognizes they have a need/problem and explores solutions/learns more about a particular products or service.

DELIGHT-
Where your customer's successful product or service experience transforms them into a loyal customer and brand ambassador.

DESIRE –
Where customer decides they want to make a purchase and are now looking for the best offer.

ACTION-
Your customer makes the purchase.

4. THE DIGITAL SALES CYCLE

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graph TD; Awareness[AWARENESS] --> Interest[INTEREST]; Interest --> Desire[DESIRE]; Desire --> Action[ACTION]; Action --> Delight[DELIGHT]; Delight --> Awareness;
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AWARENESS –
Instagram, (organic +
paid) influencer
marketing, physical
storefront

INTEREST –
Instagram posts + reels, website
detailing menu and local ingredient
sourcing practices

DELIGHT–
Focus on strong customer
service and cultivating a loyal
local base (floor staff training)

DESIRE –
Aesthetics, local roasting,
phone free Sundays (unique
selling points)

ACTION–
Your customer makes
the purchase.



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.