



## Quarterly Sales Funnel Breakthrough

The **Quarterly Sales Funnel Breakthrough** is a 3-month program to dramatically boost your business.

**Step 1** – Choose a sales funnel stage to improve. Circle your chosen stage below:

Audience	Lead	Prospect	Customer	Evangelist
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**Step 2** – Choose a metric you use to measure success for that stage. Calculate your average quarterly results. Record the number and metric below:

Total current quarterly result:
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**Step 3** – Using the same metric, set an **audacious goal** to achieve by the end of the quarter. Record the number and metric below:

<b>Quarterly Sales Funnel Breakthrough goal:</b>
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**Step 4** – Develop a strategy to achieve that goal. Record your ideas for each of the three months below. (Use a separate sheet of paper if necessary).

Month 1:	Month 2:	Month 3:

**Step 5** – Schedule these activities and perform them.

**Step 6** – At the end of the quarter, record your results below:

<b>Quarterly Sales Funnel Breakthrough goal:</b>	<b>Quarterly Sales Funnel Breakthrough result:</b>
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