## Aaron Hoos Developing profitable sales funnels



## Sales Funnel Reference: The Definitive Guide to Sales Funnels

The sales funnel is a graphical depiction of the steps your contacts go through on their journey to become your customers. Knowing how your sales funnel works will help you sell more products or services faster, and at less cost! It will help you create a more profitable, competitive, and innovative business.

Contacts enter as an audience and move through the sales funnel **Audience** "This business Stage understands the kinds Contacts move through of problems I face." Capture their the sales funnel by attention interacting with your business through 00 marketing channels and Lead "This business knows sales systems. **Stage how to solve** the kinds of problems I face." Capture their interest Take Your Sales Funnel to a **Prospect** "This business knows Whole New Level how to solve my Stage unique problems." Most businesses learn about Present to them their sales funnel... but stop there. However, the sales funnel is just the beginning! Customer "This business solves Transform your business into Stage my unique problems.' a marketing and sales powerhouse with the **Sales** Sell to them Funnel Strategy Matrix™, a simple way to take your sales funnel to the next level by **Evangelist** turning it into your business' "I'm going to tell others Stage most valuable strategic asset! how this business solved my unique Empower wordproblems." Market more; sell more; of-mouth spend less. Not all contacts make it through the sales Learn more at funnel. But those that do should excitedly tell AaronHoos.com their network about your business.

Aaron Hoos is a writer and strategist who specializes in developing profitable sales funnels. Visit AaronHoos.com.