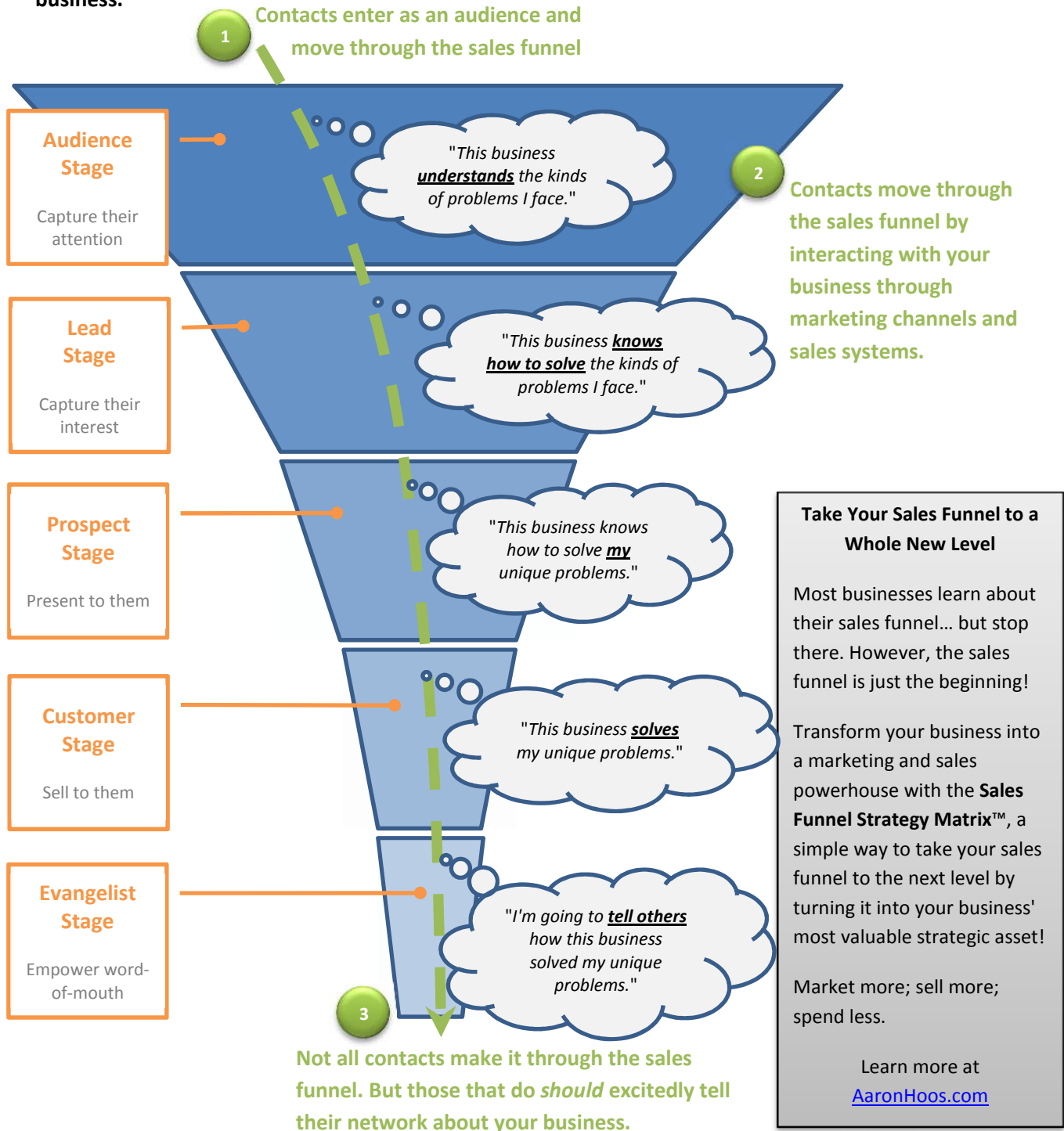




## Sales Funnel Reference: The Definitive Guide to Sales Funnels

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.



Aaron Hoos is a writer and strategist who specializes in developing profitable sales funnels. Visit [AaronHoos.com](http://AaronHoos.com).