



Sales Funnel Worksheet

The sales funnel is a graphical depiction of the steps your contacts go through on their journey to become your customers. **Use this sales funnel worksheet to build and optimize your sales funnel, analyze a competitor's sales funnel, and brainstorm new sales funnel strategies.**

Description of the sales funnel depicted below:

	Sales Funnel	Notes
Audience Stage		
Lead Stage		
Prospect Stage		
Customer Stage		
Evangelist Stage		