

Sales Funnel (Cycle)



Prospecting

- Cold calls: telephone, web
- Lead generation software
- Networking
- Referrals
- Orphaned customers
- Old clients

Why People Buy

- Often not about price or quality that wins business:
 - Speed - how fast you can deliver
 - Adding value
 - Fixing a problem
 - ***Customers buy for their reasons, not yours!***