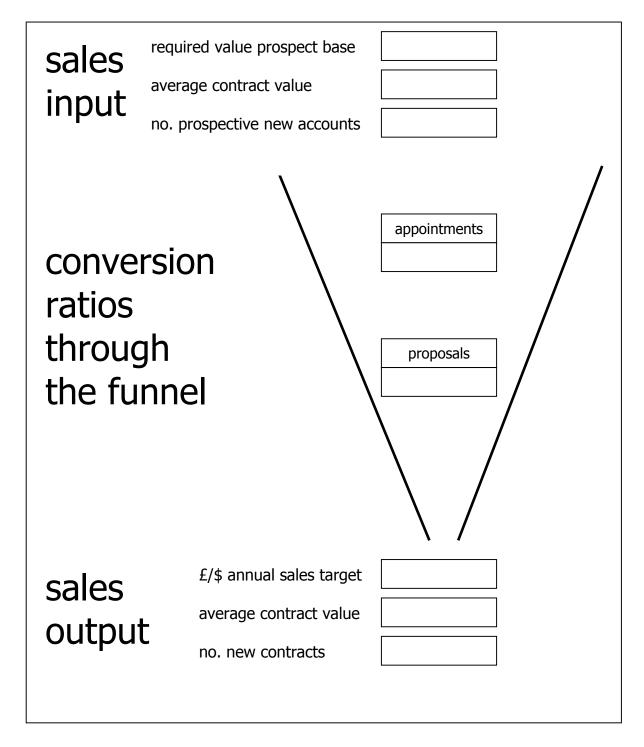
sales funnel

Sales is like any other business activity - it needs planning. To achieve a required output (annual target) you need an certain level and quality of input (prospects). The numbers at the top of the funnel must take account of your anticipated - or preferrably known - conversion rates through the funnel.



This system was developed by alan chapman consultancy and you may use it personally or within your organisation provided copyright and www.businessballs.com is acknowledged. Publication in any form or use in provision of business services to a third party is not allowed without permission from alan chapman. Support and advice on using this system is available from alan chapman via email advice@alanchapman.com. More free online training resources are at www.businessballs.com. © alan chapman 2002