

## **Monetising your ideas - Part 5:**

### Profitable sales systems

**Focus:** You drive away many potential customers when you hurry into making a sale so as business owners, we must know how to convert people into paying customers successfully. A sales funnel is a process comprising several steps between the time of visit and sale. You start with helping your audience identify the problem and find a solution, and then lead them towards an action. The goal of each phase can be achieved through different tools and techniques that work best to engage and convert your audience into paying customers. With the right sales funnel in place, you will see overtime, that more visitors begin to convert and purchase.

#### **Common problems/mistakes:**

- Many do know what a sales funnel is;
- Many are unaware of the importance of the right sales system;
- Many are unaware of the customer conversion process.

#### **Why is it important:**

- Sales forecasts are more accurate;
- Conversion rates are improved;
- More accountability for your sales.

#### **Screen share:**

- The benefits of a sales processes
- Sales funnel examples

#### **Template/checklist:**

- Email series template

#### **Tips for success:**

- Track your conversion insights;
- Make single tweaks/changes so you can pinpoint what works;
- Remember it is a process.

#### **Task:**

Download the email series template provided to create your own email series to help you better engage your audience and increase sales.