



05.  
**PROFITABLE SALES  
SYSTEMS**

## BENEFITS OF A SALES FUNNEL

1

IT MAKES  
MARKETING  
SIMPLER

IT IMPROVES  
THE ACCURACY OF  
SALES FORECASTS

2

3

IT LEADS TO  
CONSISTENT SALES

7

IT HELPS DERIVE  
GREATER BUSINESS  
REVENUE

IT ENCOURAGES  
ACCOUNTABILITY  
FOR SALES

6

5

IT INCREASES  
THE CONVERSION  
RATE

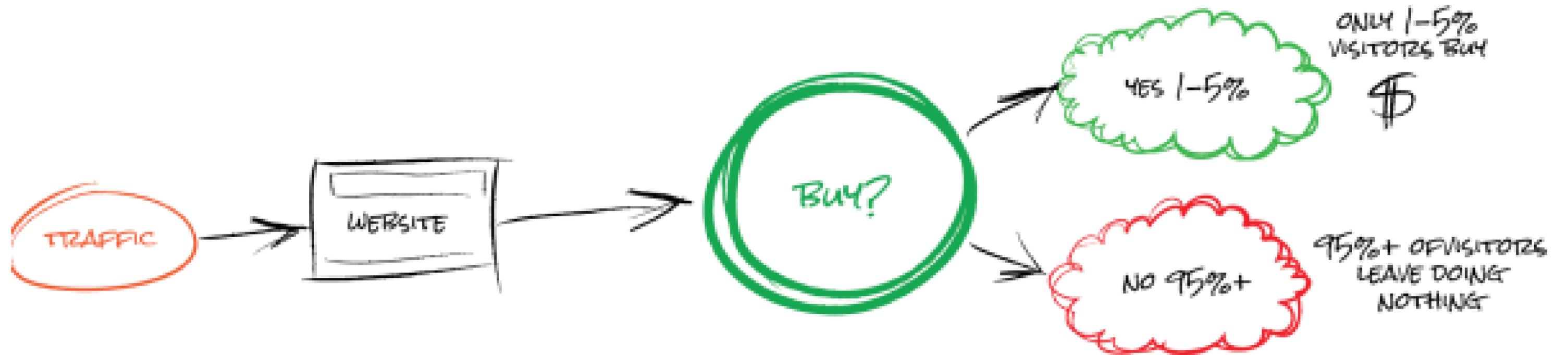
4

IT HELPS MAKE  
CONTENT MORE  
APPROPRIATE

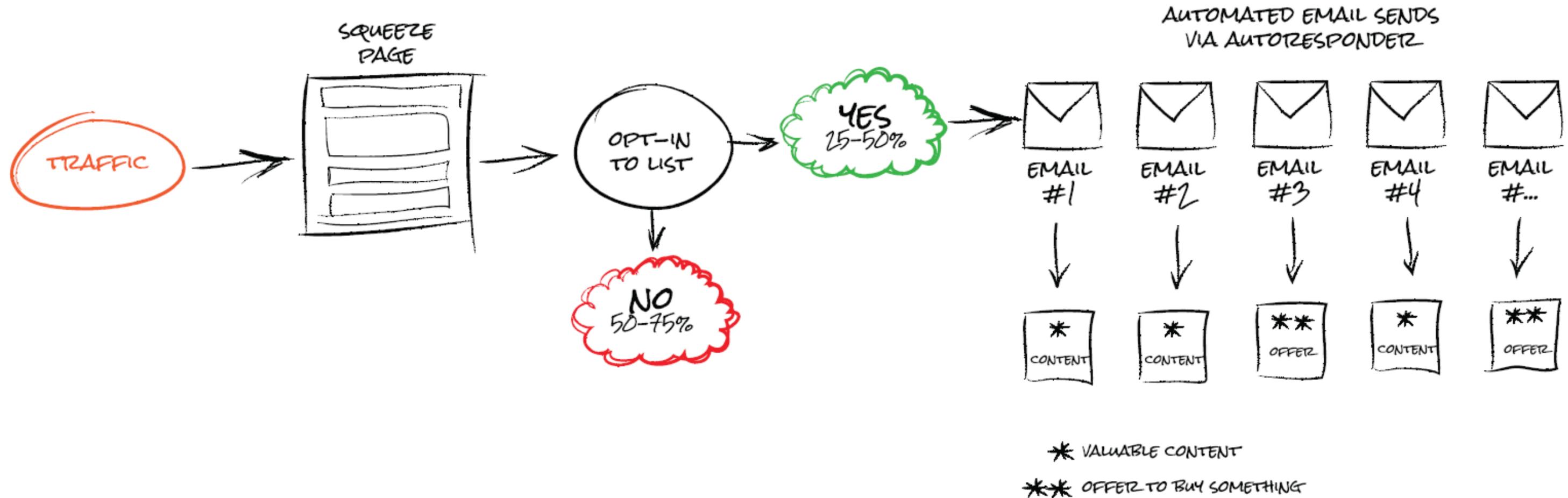
# THE SALES FUNNEL



# INEFFECTIVE SALES FUNNEL



# SIMPLE AND EFFECTIVE SALES FUNNEL



# **BUILDING THE RIGHT SALES SYSTEM**

## **THE STEPS YOU NEED TO TAKE...**

**Step 1: Identify how you will attract your audience**

**Step 2: Decide on the value you can offer them**

**Step 3: Define the steps and your sales funnel from top to bottom**

**Step 4: Measure conversion, adapt accordingly**

# **TASK: USE THE RESOURCES + TEMPLATES PROVIDED BELOW TO CREATE YOUR OWN EMAIL SERIES**

## **Resource 1**

<https://www.meerakothand.com/how-to-write-a-welcome-email-series/>

## **Resource 2**

<https://jilt.com/blog/email-welcome-series/>

## **Resource 3**

<https://sleeknote.com/blog/welcome-emails>

## **Resource 4**

<https://content.myemma.com/blog/how-to-create-an-effective-welcome-series>

# PROFITABLE SALES SYSTEMS ADDITIONAL LEARNING...



LOOK UP/RESEARCH:

- SALES FUNNEL TEMPLATES;
- EMAIL SERIES/SEQUENCES;
- GET CLEAR ON THE PROBLEMS YOUR PRODUCTS/SERVICES SOLVE.