

Building a Sales Funnel

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AGENDA

- Intro to IFundWomen
- Common sales objections
- What's a sales funnel?
- Stages in a sales funnel
- What to say at each stage
- Best practises
- Q&A

IFundWomen is a startup funding platform providing access to capital through crowdfunding and grants, expert business coaching on all the topics entrepreneurs need to know about, and a network of women business owners that sparks confidence, accelerates knowledge, and ignites action.



A holistic approach to fundraising



Coaching



Creative



Connections



Crowdfunding
& Grants

EXERCISE

Write down the most
common sales objection
you hear

Typical sales objections

“The price is too high”

“I can’t afford this right now”

“This is going to be too much work for me”

“I’m too busy for this”

“I’ll buy it later”

“I don’t really need it”

What is a Sales Funnel?

A sales funnel is a process you 'send' your prospects through in order to qualify them, so you can focus on the best prospects, the ones worth most of your time and energy.



A sales funnel can help you sell more

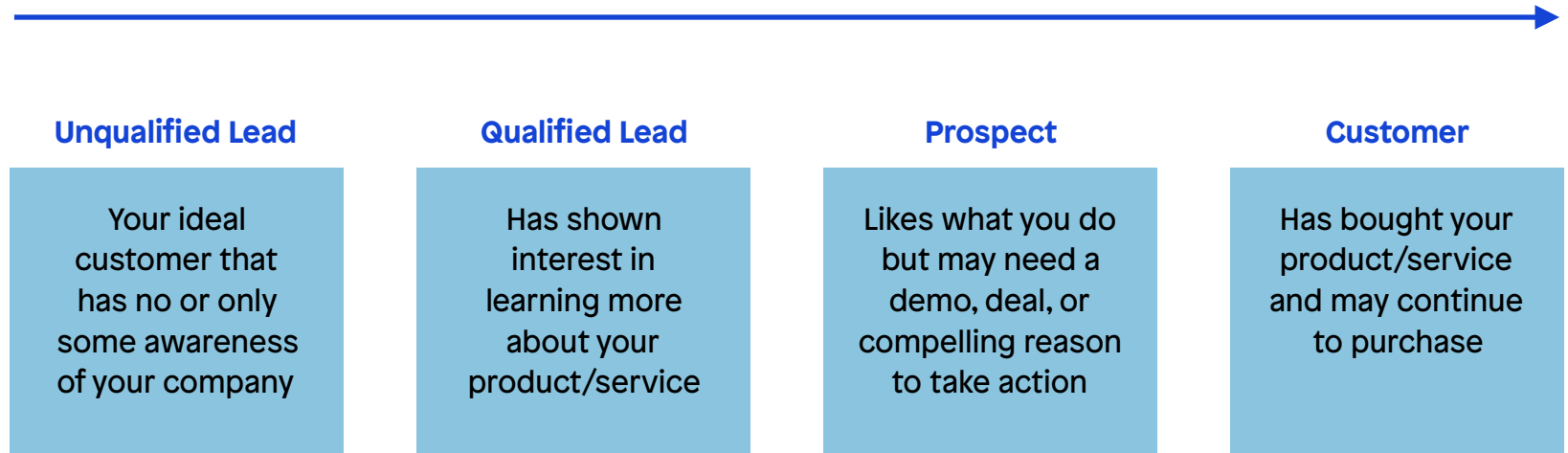
Reduces price objections

Increases the perceived value
of your produce/service

Demonstrates how to use your
product/service so your
customer sees the benefits
right away

Allows you to spend more time
with the right prospects

A typical sales funnel



Unqualified Lead

Qualified Lead

Prospect

Customer

Where They Are

Everywhere your customer is!

Hanging out in relevant communities

Buying your competitors products or following their socials

Dos/DON'Ts

DO: Talk about the problem you are solving, and how you are uniquely qualified to solve that problem with your solution (AKA Your Pitch)

DON'T: Jump into your offerings/ prices before talking about the “why”

Call to Action

Communicate your company's value proposition and offer a way they can explore

“Would you like to learn more about how my brand can help you with X, Y, Z?”

Unqualified Lead

Qualified Lead

Prospect

Customer

Where They Are

Clicked on your website

Following your socials

Head about you through press

Dos/DON'Ts

DO: Encourage them to learn more/trial

DON'T: Lead with pricing before they understand the value

Call to Action

Explain the benefits of your products and services and demonstrate results

“After you start using my product you will see an improvement in XYZ”

“Our customers say that...”

Unqualified Lead

Qualified Lead

Prospect

Customer

Where They Are

Read your newsletter/content

Head about your product
through a friend

Dos/DON'Ts

DO: Give them a clear next step
with ONE ACTION to take

DON'T: Try and sell them the
kitchen sink

Call to Action

Affirm that this IS the solution for
them, and show them how to use
it (may need a demo).

Talk about product features and
pricing.

Unqualified Lead

Qualified Lead

Prospect

Customer

Where They Are

In your customer database!

Dos/DON'Ts

DO: Provide them with great customer service and encourage them to share their stories/successes

DON'T: Ignore them once they have purchased!

Call to Action

Encourage them to refer a friend or to purchase again or try another product/service that you offer

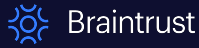
“We’ve got you and this is how else we can support you.”

Best practices

Forecast your sales by understanding your conversion rate at each stage of the funnel. Remember, its a numbers game!

Develop turnkey messaging for each funnel stage

Remember that you will need 3-5 touches on average to convert someone



Questions?

GO TO [IFUNDWOMEN.COM](https://ifundwomen.com) AND CLICK “GET COACHING”
TO SIGN UP FOR COACHING WITH ZEINA AND THE REST
OF THE IFUNDWOMEN STARTUP COACHES.

EMAIL ZEINA@IFUNDWOMEN.COM FOR MORE INFO