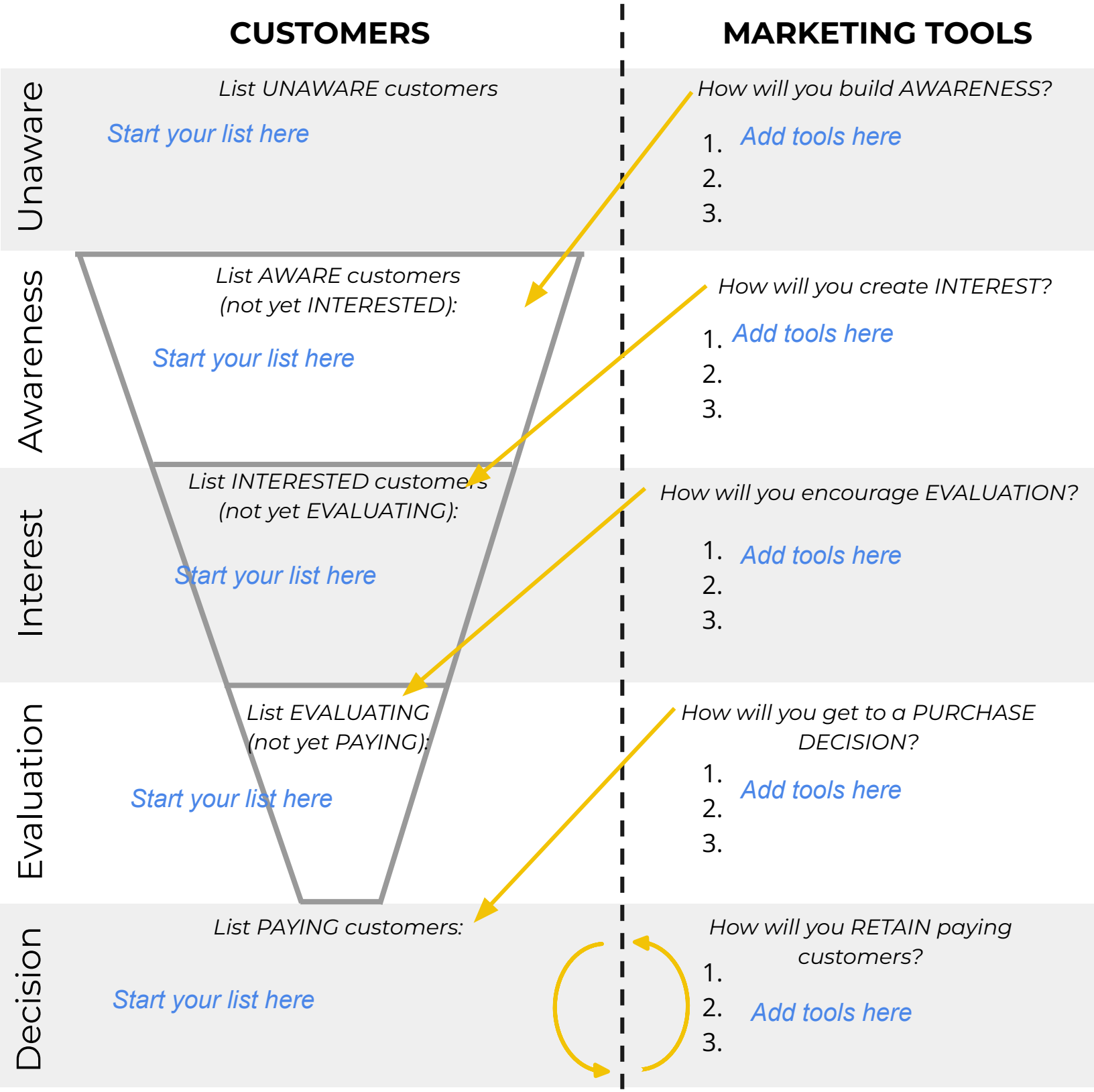
SELL: GET CUSTOMERS AND CLOSE SALES



© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

FUNNEL STATUS	HOW TO CONVERT

Unaware
Outside of your sales funnel are potential customers who are **unaware** of your solution.
	• Be **visible**
	  ○ Show up in search results
	  ○ Meet customers where they're at
	  ○ Consistent brand look & feel
	• Be **helpful**
	  ○ Communicate value proposition
	  ○ Serve as a memorable resource

Awareness
Awareness is when a customer comes to know of your solution.
	• Be **present**
	  ○ Become part of their routine
	  ○ Appear at the time of need
	• Be **instructive**
	  ○ Explain exactly how you'll help
	  ○ Provide a preview of solution and/or expertise

Interest
Interest is when a customer is considering purchasing your solution.
	• Be **convincing**
	  ○ Highlight your differentiator
	  ○ Showcase others' success
	  ○ Leverage proof and evidence
	• Be **personal**
	  ○ Make a personal connection
	  ○ Tailor messaging to their needs

Evaluation
Evaluation is when a customer tries to find out if your solution is the right fit for their needs.
	• Be **safe & easy (low risk)**
	  ○ Risk-free purchase process
	  ○ Quick, seamless purchasing
	• Be **essential/irreplaceable**
	  ○ Get customers to "try on" the solution
	• Be **delightful**!
	  ○ Make your customer smile BIG!
	  ○ Provide immediate gratification

Decision
Decision is when a customer purchases your solution.
	• Be **generous**
	  ○ Provide incentives to return
	  ○ Give priority access & perks
	  ○ Prioritize long-term relationship
	• Be **an essential part of their life**
	  ○ Suggest additional solutions
	  ○ Lower the transaction barrier
	  ○ Create too much value to leave

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

AWARENESS: Suggested Marketing Tools	
Tool or Technique	**Resources**
Create a brand identity	❑ Canva: free graphic design tool ❑ Unsplash: free high res photos ❑ 3-Hour Brand Sprint: self-guided branding workshop
Company website	❑ Weebly: free website builder ❑ Wix: free website builder ❑ Shopify: e-commerce store free trial ❑ Google Analytics: track site visits ❑ heatmap.com: free site analyzer
Social media presence	❑ Hootsuite: social media scheduler ❑ Buffer: social media scheduler ❑ CoSchedule's Headline Analyzer ❑ Bit.ly: free link tracker
Show up in search results by creating searchable content that leverages popular keywords	❑ Wordstream's Keyword Analyzer ❑ Keyword Tool for Google Search ❑ How to Leverage Blogs for Search
Make guest appearances on other brands' blogs and podcasts; be quoted or featured in press releases	❑ HelpAReporter: get quoted in press ❑ How to Get Featured advice article ❑ Anchor.fm: free podcasting tool ❑ Guide for Writing a Good Blog Post

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

INTEREST: Suggested Marketing Tools	
Tool or Technique	**Resources**
Send email marketing like regular newsletters or promotional emails to a targeted list	❑ MailChimp: build/send free emails ❑ Hubspot: build/send free emails ❑ Hubspot CRM: customer relationship manager for organizing ❑ MailMerge: easily send and track personalized email through Gmail
Create free, useful content like tools or resources that your target market will enjoy	❑ Visual.ly: free infographic creator ❑ CoSchedule: free content planner with lots of helpful, free blog posts ❑ YouTube: upload & share free videos ❑ BuzzSumo: free content analytics
Lead webinars to showcase your expertise and solution in action	❑ YouTube Live Stream: free streaming ❑ SplashThat: free event registration
Create short a explainer video for your website, social media account, or email campaign	❑ Powtoon: explainer video creator tool with free trial ❑ Renderforest: free video creator
Share customer case studies and success stories that prove your solution works	❑ Guide for Creating Case Studies ❑ 25 Case Study Examples ❑ Free Case Study Template

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

EVALUATION: Suggested Marketing Tools	
Tool or Technique	**Resources**
Competitive comparisons	❑ Competitive comparison examples ❑ Free class: Competitive Advantage
Testimonials and reviews	❑ Yelp: free online review platform ❑ The Brand Grader: free online reputation assessment ❑ How to Get More Customer Reviews ❑ Testimonial Request Template
Demonstrations	❑ Google Hangouts: free video conferencing with screen sharing ❑ Quicktime: free video recording + screen recording capabilities ❑ Google Slides: free presentation software with template designs ❑ FilmoraGo: free video editing app
Scheduling 1:1 conversations	❑ Calendly: free appointment scheduler ❑ Use WhatsApp for Conference Calls up to 8 people ❑ Google Calendar: free calendar tool with integrated video calling

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

DECISION: Suggested Marketing Tools	
Tool or Technique	**Resources**
A good eCommerce experience	❑ List of Free eCommerce Builders ❑ WooCommerce: free eCommerce add-on for Wordpress sites ❑ drip.com: follow up with customers who are close to a purchase decision, free trial ❑ Responsinator: test the appearance of your store on different devices ❑ Conversific: free analytics tool for Shopify that optimizes conversion
Free trial or guarantee	❑ Free Trial & Freemium Pricing Considerations from databox.com ❑ 7 Types of Satisfaction Guarantees ❑ Free Trial Strategy from optinmoster
Promotional code or discount	❑ Promotion Code Basics from bigcommerce ❑ eCommerce Promotion Strategy from CoreDNA
A quick and easy delivery method for your solution (keep in mind shipping cost and estimated arrival)	❑ AfterShip: free delivery estimates & updates ❑ OpenBoxes: free shipping platform ❑ Freightos: free shipping calculator

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

RETENTION: Suggested Marketing Tools	
Tool or Technique	**Resources**
Outstanding customer service	❑ ZenDesk: free online ticketing system ❑ Pure Chat: live chat, free version ❑ 50 Customer Service Email Templates from Hubspot
Collect customer feedback	❑ SurveyMonkey: free survey tool ❑ Google Forms: free feedback forms ❑ Yelp: free online review platform
Loyalty programs and discounts	❑ How to Create a Loyalty Program ❑ Square Loyalty Program: free trial ❑ Venngage Free Coupon Maker ❑ How to Use Discounts & Sales
Upsell customers into "bundles" of multiple products; share trials of new solutions that they might like	❑ How to Use Product Bundling from BoldCommerce ❑ Pixlr: free product photo editing tool ❑ Personalized Recommendations: free plug-in for Shopify platform
Create customer accounts or profiles to make shopping easier	❑ Customer Accounts vs Guest Check-Out: from bigcommerce ❑ SnipCart: inexpensive shopping cart for any site with customer accounts

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

Next Steps, Part 1 **Establish** at least one marketing tool for each stage of your sales funnel (from page 1) and **start using it with customers.**

Start with free tools (pages 3-7) and get them to a ***usable*** **point** (not a perfect point).

AWARENESS tool you will use: *Add*

- Cost: *Add*
- Date it will be usable: *Add*

INTEREST tool you will use: *Add*

- Cost: *Add*
- Date it will be usable: *Add*

EVALUATION tool you will use: *Add*

- Cost: *Add*
- Date it will be usable: *Add*

DECISION tool you will use: *Add*

- Cost: *Add*
- Date it will be usable: *Add*

RETENTION tool you will use: *Add*

- Cost: *Add*
- Date it will be usable: *Add*

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

Next Steps, Part 2 **Create a 12 month sales goal** by identifying the number of sales you want to make in the next year.

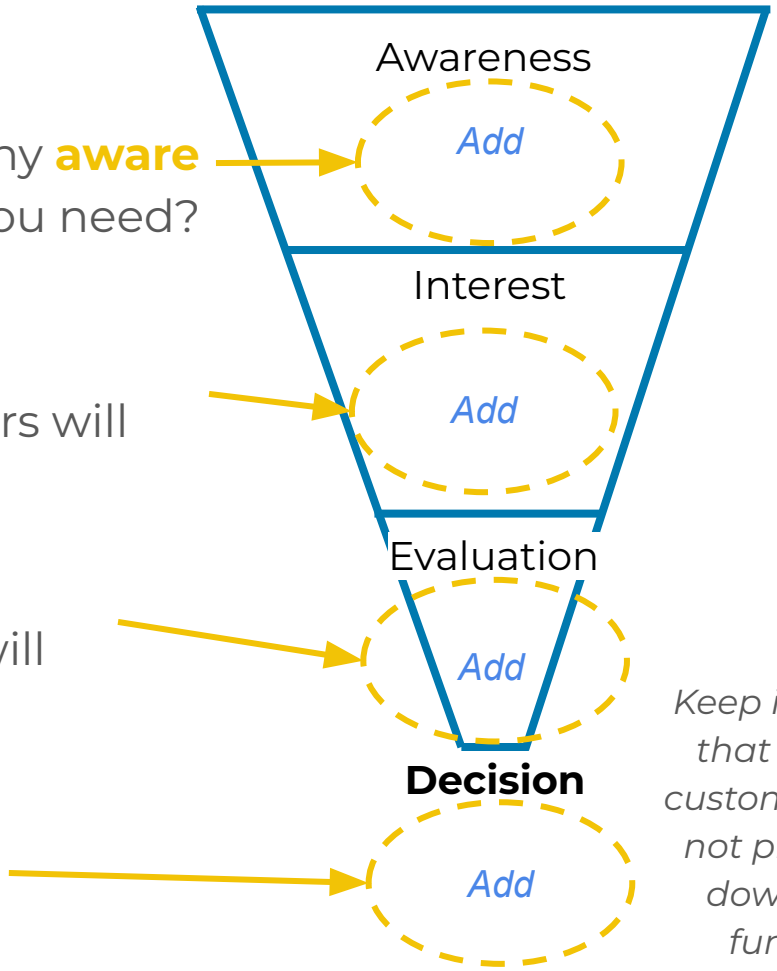
Starting at the bottom of your funnel, work backwards to **hypothesize the number of customers you will need in each section of the funnel** to reach your final sales goal.

Step 4: How many **aware** customers will you need?

Step 3: How many **interested** customers will you need?

Step 2: How many **evaluating** customers will you need?

Step 1: How many **sales** will you make in the next year?



Keep in mind that many customers will not proceed down the funnel!

© 2020 SEED SPOT, All Rights Reserved

SELL: GET CUSTOMERS AND CLOSE SALES

Next Steps, Part 3 **Create a funnel conversion tracker** to measure the conversion rate for each marketing tool and at each stage of the funnel.

*For example: a tea shop that has **50** followers on social media (**aware**) were able to convert **80%** of their followers, **40** people, to opt-in to their monthly newsletter (**interest**). In the last newsletter, **50%** of recipients, **20** people, clicked a promotional link to visit their online tea store (**evaluation**). Then, **25%** of those who clicked the promotion, **5** people, made a purchase **decision** and bought the tea.* ***Of the 50 people who were initially aware, 5 people eventually purchased.***

STAGE	DATA	*EXAMPLE*	WEEK 1	WEEK 2	WEEK 3
Awareness	# of Aware	***50***	*Add*	*into*	*chart*
Interest	% Conversion of Aware to Interested	***80%***			
	# of Interested	***40***			
Evaluation	% Conversion of Interested to Evaluating	***50%***			
	# of Evaluating	***20***			
Decision	% Conversion of Evaluating to Paid	***25%***			
	# of Paid	***5***			

© 2020 SEED SPOT, All Rights Reserved