

THE CONVERSION FUNNEL

In this example John Smith is a Contractor who remodels homes.

LEVEL OF EFFORT

M
A
R
K
E
T
I
N
G

S
A
L
E
S

STATUS

Cold Contacts

Marketing Qualified Lead (MQL)

Sales Qualified Lead (SQL)

Sales Opportunity

Closing the Sale

GOAL

Creating Awareness

Passing to Sales for Qualification

Activating the Sales Cycle

Gathering Requirements to Close Sale

Retention



STRATEGY

+



TECHNOLOGY

=



OPERATIONS

=



MARKETING

3