

will have to be changed for it to become a scoring system for a fairer game of economic life which serves the interests of most people. To make that happen is an important challenge. After all, the system of money is the scoring system for a game everyone has to play. The history of money is a work in progress.

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WHAT IS A SALES FUNNEL?

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Summary - This article is about sales funnel's main stages. Also it contains information about all steps that customer faces on his way from strangers to buyers.

Резюме – статья содержит в себе информацию об основных этапах воронки продаж. Также в ней рассматриваются стадии, которые проходит каждый покупатель перед тем, как им стать.

Introduction. In modern world everything evolves so fast. So marketing do. It has thousands of strategies and instruments. But to make it right every company should test them all the time. And when they find something that works effective they have to develop it and get all profit that they can. Sales funnel is one of the marketing instruments that helps to systemize the way you potential buyer goes. Why is it calls funnel? Because it looks like it. Where in the top there somebody who barely knows about your company and product. Only part of these people are really could be interested in the product. Small part of those interested people will want to try it. And part of them will finally buy your main product.

Main part. Here are 4 main stages in sales funnel. The first one is Attracting. It transforms strangers to prospects. It also helps to concentrate on target audience and not waste time on somebody who doesn't need our product at all. Target marketing ads work their best in it. To attract people we should offer them something for free. Everybody likes to get something and not pay for it. So, if we speak about Furniture Company, that make individual designer furniture, they can use design projects for free to attract their target audience. When they have been working with designers they understand that the company is packed with great specialists, who can release in reality what they are dreaming about. It is time to move to the second stage.

The second is Converting. Here we made prospects to leads. We should create cheap product to let prospects try possibilities that they can get if they will continue to work with us. For example, we sold them cheap, but very quality shelf, table or chair (we are still talking about Furniture Company). Then when our prospects are sure in our service, material's quality, qualified specialists, than we can suggest them to go with us further and buy our product.

And here we go to the third step - Closing. Here we close our leads on buying the main product. And they will buy it more willingly, because they are not "cold" strangers anymore, they are "warm". They are familiar with us, our aims, our way of work. And they are ready to join us in long-term way. In our example it can be a kitchen set, a closet or a bedroom's set. Anyway it is an expensive product, that brings us profit bulk.

It seems like everybody gets what they wanted. It is the way buyers think, but companies know that it is only the beginning. After that we are delighting our buyers, give them different bonuses, invite on master classes and congratulate them on Happy Birthday and so on. It is like we make them feel completely happy that they are in our "team". People like it and as a result advise our product to their friends or they buy again and again for their own use. And it brings a company extra profit.

Conclusion. Sales funnel is an instrument that people from world famous companies use to increase sales and involve more and more people in their business. It is a good strategy to make potential buyers "warmer" and to make them buy more. But the main rule that every company has to remember, that it will work well only if your product is useful for others and it really deserves it.

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