

Funnels & Pipelines

How can they help me grow?





Chris Darnell

With a background in sales and marketing, Chris worked his way up through AT&T's Retention Department, honing his business acumen and sales approach at the Fortune 500 company. From there, Chris parlayed those skills into a role in New Business Development within the medical field. Working for a company that produced personal protective equipment for laboratories and large hospitals, Chris implemented some of the successful sales and development structures he had learned at AT&T to help grow the small business. He routinely traveled to trade shows and hospitals across the country.

Following those positions, Chris transitioned into a role at Bluegrass Landscape & Snow Management, a large commercial landscape operation headquartered in St. Louis. As the Head of Business Development & Marketing, Chris helped catapult the company into the digital era with sales 2.0 strategies, replacing cold calling and door knocking with inbound marketing approaches. He helped improve the company's website and developed a successful and ongoing content strategy. These changes have helped Bluegrass to end a period of stagnancy and see an average 19 percent increase in new sales each year.

In addition, Chris has also maintained a successful independent consulting firm focused on marketing and brand development for businesses looking to evolve with sales 2.0 strategies.

Though he's worked in marketing and business development across several industries, Chris says that without a doubt he's found a home in the Green Industry. Not only has he developed a passion for the field—and takes pride in maintaining his own personal landscape—but he says the people that make up this profession are like none other. Chris says he is whole-heartedly invested in helping landscape professionals to grow their businesses using successful sales 2.0 strategies and leave a long-lasting impression on the landscape and snow removal industries.

As a Harvester, Chris will lean on his marketing and business development experience to help landscape clients implement successful sales 2.0 strategies. He is excited to be part of The Harvest Group team.

Funnels & Pipelines

Which Is Which, and How
Can They Help Me Grow?



Funnels & Pipelines

- Sales Pipeline
- Sales Funnel
- Lead Funnel
- Conversion Funnel
- Sales Cycle
- Sales Process
- Sales Pyramid
- Sales Forecasting Pipeline

Funnels & Pipelines

What are they?

Which one applies to you?



Sales Process

- Sales Framework
- Forecasting
- Tracking/Reporting
- Efficiency in Sales Strategy
- Close more deals



CRM – Customer Record Manager

pipedrive

salesforce

ZOHO



Sales Cycle

- Detailed steps in which a prospect will move during a sales process.
- Each stage should have qualifiers that move the prospect to the next stage or out of the sales pipeline.
- Will classify closing probability of deals within sales pipeline.



SALES CYCLE DIAGRAM

Process For Employees To Follow



SALES CYCLE DIAGRAM

Are they ready to move to the next stage?



Free Tool



SALES CYCLE DIAGRAM

Create Your Own!



CLOSE THE SALE

OVERCOME OBJECTIONS

PROPOSAL

ACTION PLAN

PROSPECTING

MAKE CONTACT

QUALIFY

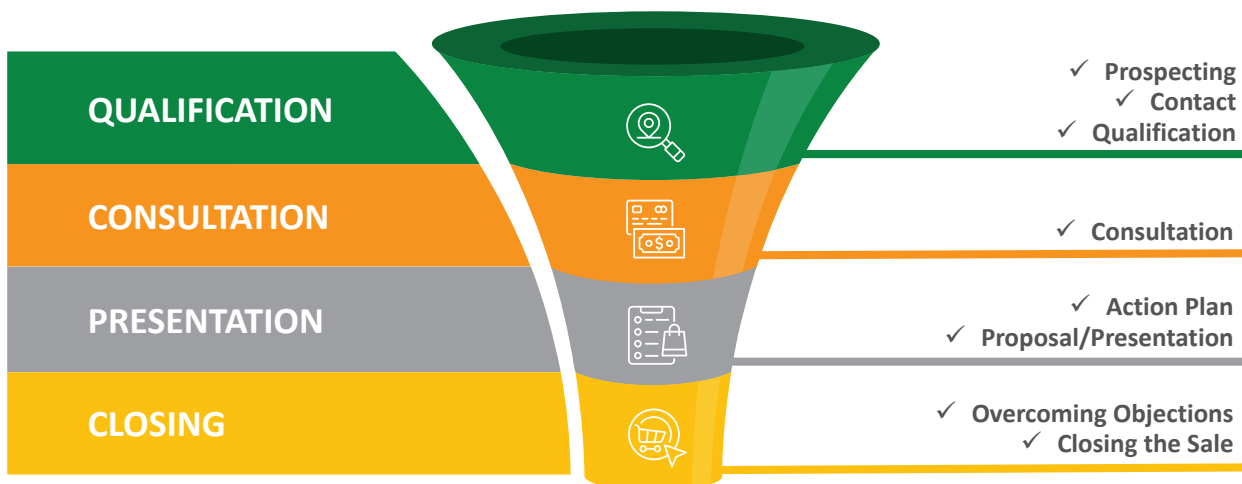
CONSULTATION

Sales Pipeline

- Helps you manage deals in different stages of the sales process.
- Sales pipelines help identify deal values in relation to probability of closing.
- Your sales pipeline will help forecast sales attainment to assist with marketing and budget management.

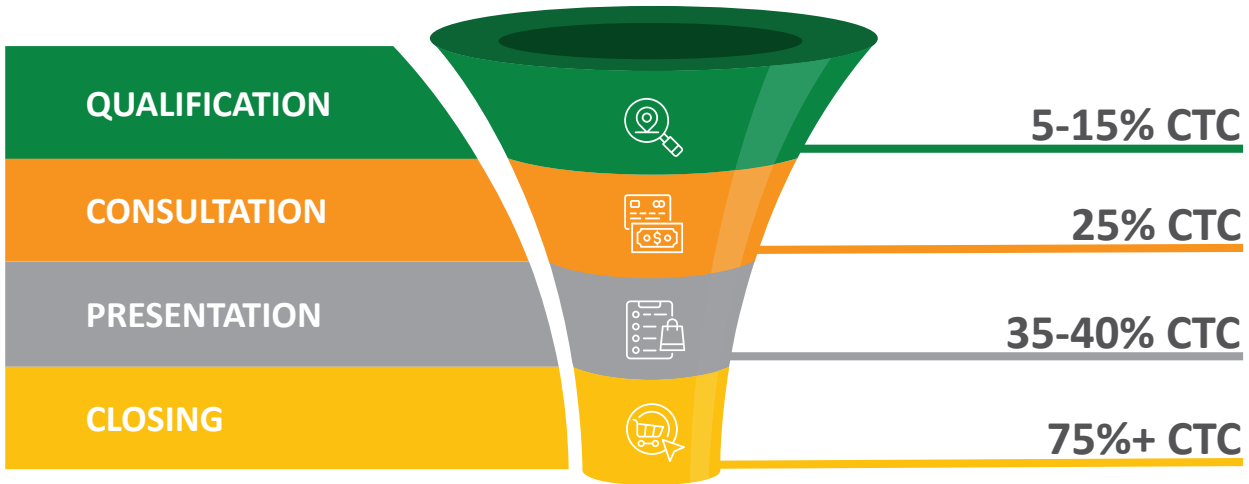


Sales Pipeline Process & Deal Management



Sales Pipeline

Probability – Chance to Close

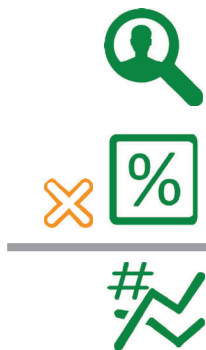


Forecasting/Budget Projections

Prospects



Number of Sales



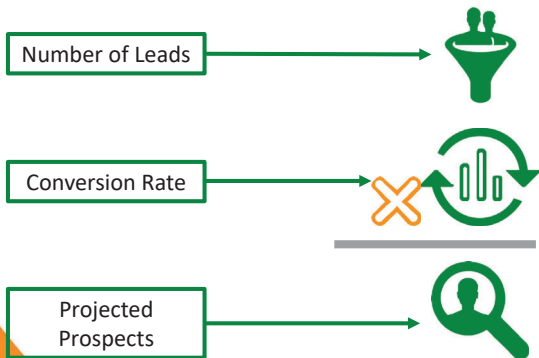
Gross Sales



*A free Sales Forecasting spreadsheet will be provided for download.

Forecasting/Budget Projections

Prospects

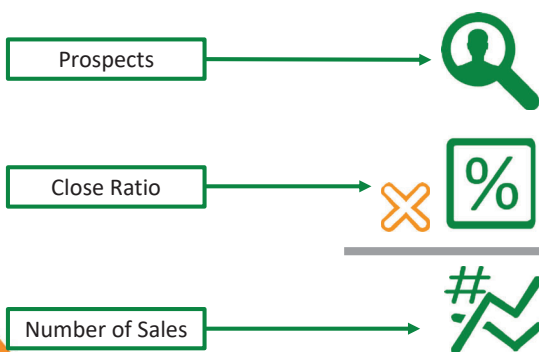


- Use this function for each source as conversion rates will differ.
- Utilize industry standards until you can get your own benchmark.



Forecasting/Budget Projections

Number of Sales

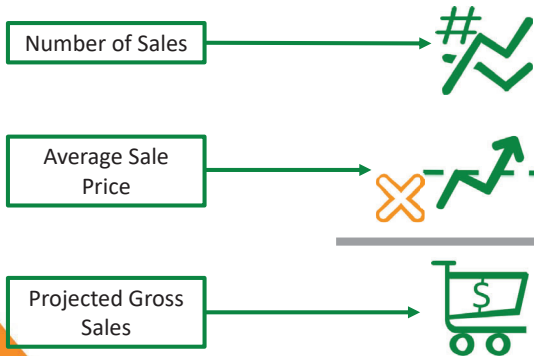


- Sum of Prospects Function.
- Use a 3-5 year average of your company close ratio or industry average until you can benchmark.
- Try to track this metric per source.



Forecasting/Budget Projections

Gross Sales



- Sum of Number of sales.
- Utilize 1-3 average sale price per source if possible.
- This should be a live monthly equation that is constantly updating.



Deal Tracking/Reporting

- Once they enter your sales pipeline, probabilities should be close no matter what source they come from.
- Deal tracking will help identify if your salesperson has enough deals in process to meet seasonal goals.
- Sales Managers should use this to manage individual salespeople.



Entry & Exit Points

- Depending on where the lead comes from it may enter your pipeline in different stages. *Ex. A referral would enter closer to consultation instead of the beginning.*
- Don't live with a famine mentality. Dump the loser accounts before you get them.
- Being fanatical about your process and pipe management will improve net profit.



Lead Funnel Development

Diversify Your Lead Sources



Lead Funnel

- Like the Sales Pipeline, a lead funnel helps you structure and manage your lead generation process.
- You must invest in marketing.
- Your website can be a massive source of traffic for you. **If you use it.**
- **PLEASE PLEASE PLEASE** create a lead generation retention process.



LEAD FUNNEL

How are you going to generate leads?



Free Tool



LEAD FUNNEL

How are you going to generate leads?

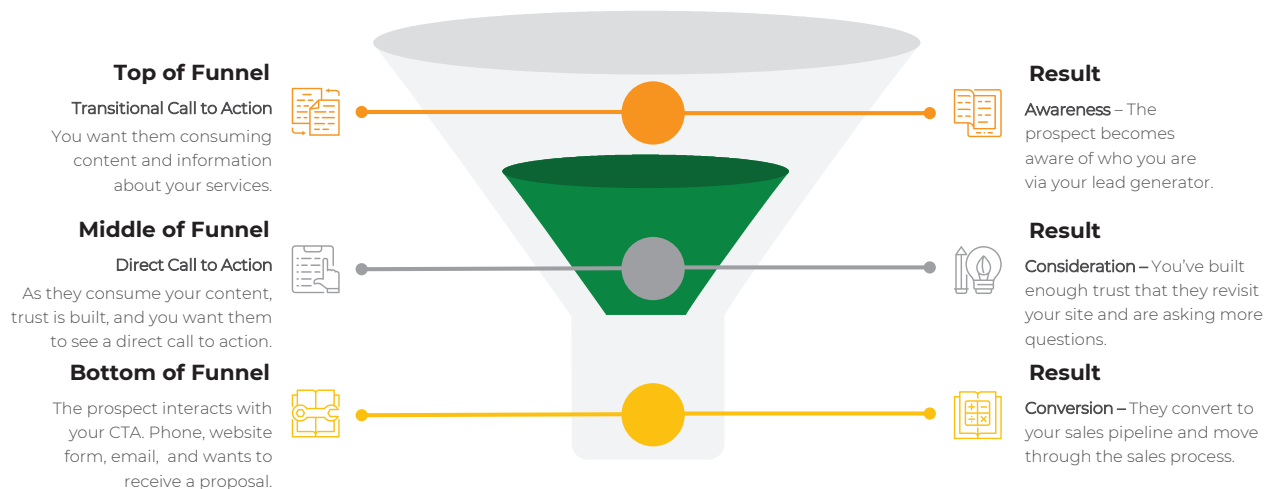


Lead Generation

- You should have at minimum 6 sources of lead generation. More if you can manage it.
- Diversify your lead generation. I recommend having some traditional and some digital lead generation strategies.
- Never dump what works. Develop new strategies slowly, but definitely develop them.
- If you say, "This **type of strategy** doesn't work for my clients," you're wrong.

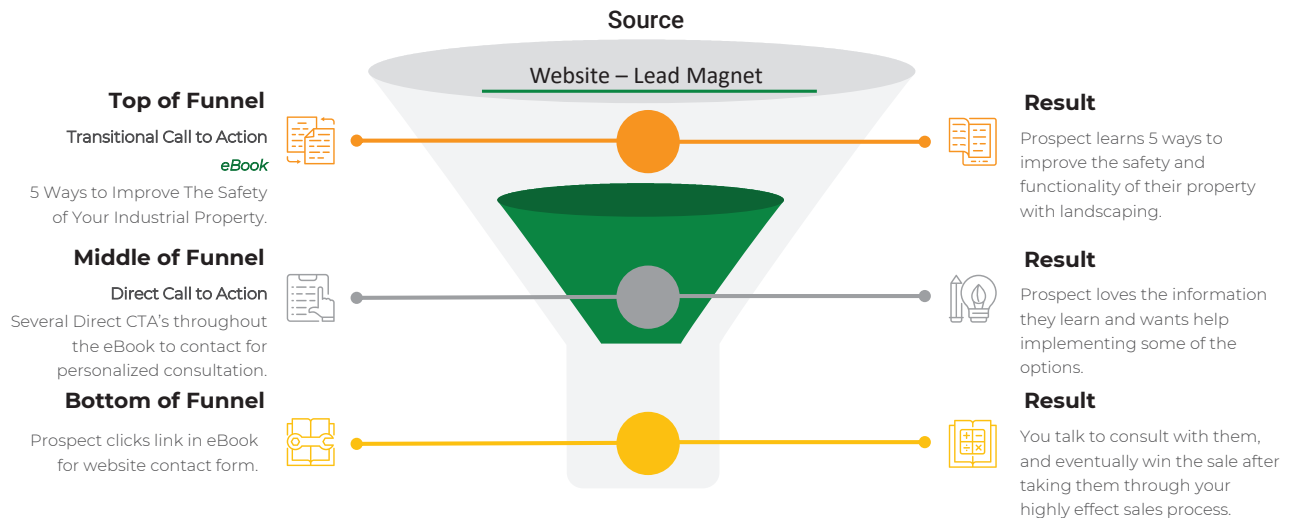


Lead Funnel Framework



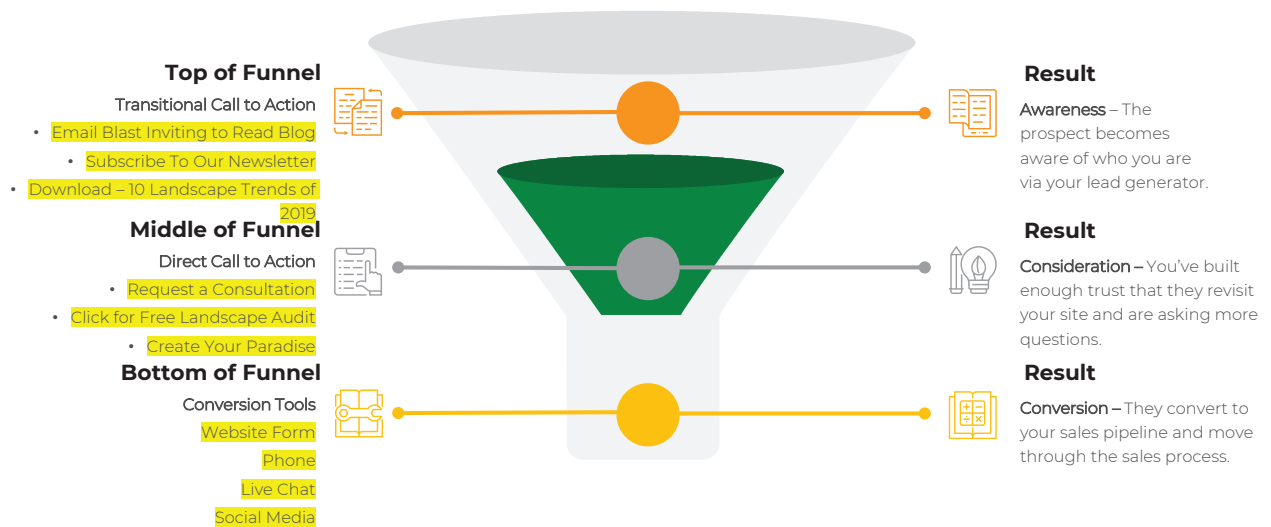
Lead Funnel

Example



Lead Funnel

Examples

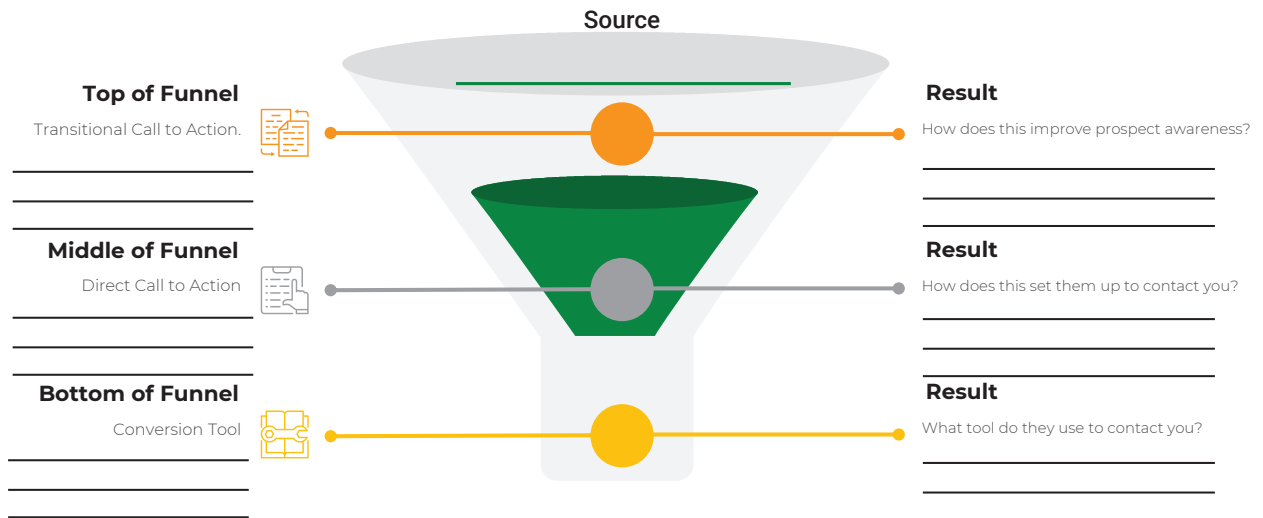


Free Tool



Lead Funnel

Build Your Own



Recap

- Review your sales process and ensure you have a process that will produce sales.
- Utilize a tool or spreadsheet to track sales through your sales pipeline.
- Layout and create a diversified lead funnel that will feed the sales team.



Webinar

How To Generate More Leads With Your Website!

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- Will discuss SEO Framework, Lead Magnets, and Calls to Action.
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