



Features

Facts....



Benefits

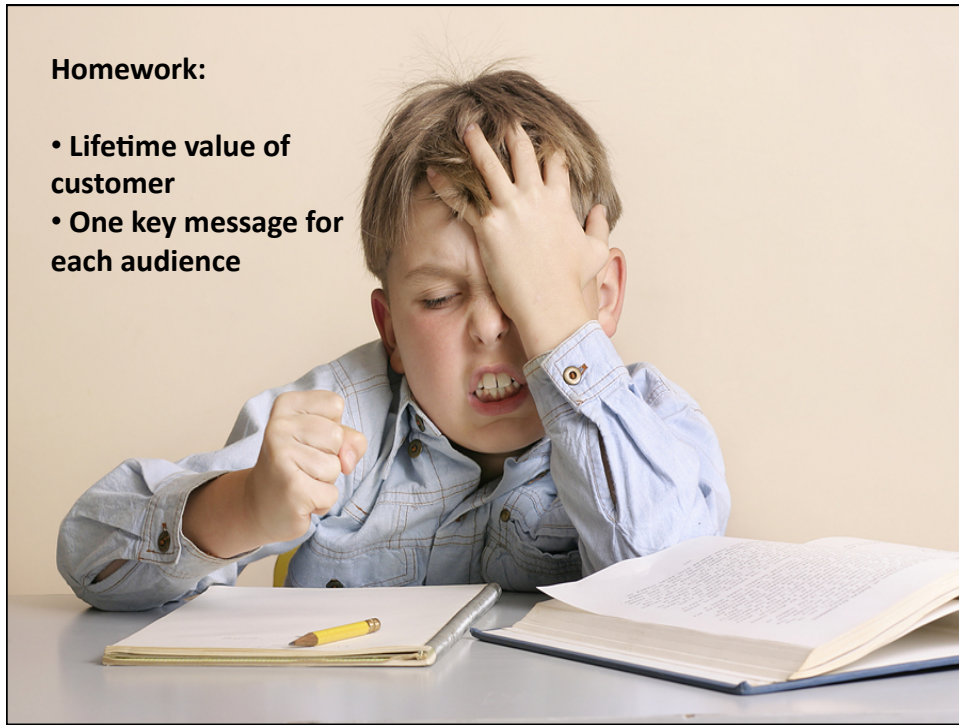
Emotions!!!











Homework:

- Lifetime value of customer
- One key message for each audience

Drew's *marketing* minute

Create a love affair with your customer. ♥

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What you don't know about your sales funnel
 by Drew McLellan
 JANUARY 30TH, 2012 · CUSTOMERS/CLIENTS, SALES

We all think and talk about our sales funnel a lot. We're always saying things like:

- We need to keep it full.
- We need to stay active with the prospects that have been in it for awhile.
- On average, it takes a prospect X months to move through it.
- And so on....

60% of the sales cycle is over - before a buyer talks to your salesperson.

But consider the statistic to the right. 60% of your sales efforts are what happens before you have actively put someone into the funnel. In other words — it's not you who is doing the selling.

<http://www.drewsmarketingminute.com/iowatourism>

Your existing customers
 The customer who left and is working with your competitors
 Your vendors

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