

Workbook:  
Mastering the  
Art of Sales  
Funnels

# Step Up Your Sales Game

Every effort you put into understanding the levers of business revenue, will help you grow your firm faster. So, what are you waiting for? Start with sales improvement, by using “limited time offers” in your sales pitch.

Let me know how it goes! I'm here to help with a one - to - one if you need it.



John Mathew, PhD

Introduction:

Welcome to the Workbook! This Workbook will guide to apply concepts of sales funnels practically.

- Welcome to the Workbook
  - a. Exercise 1 : Target Audience
  - b. Exercise 2 : Customer Journey
  - c. Exercise 3 : Goals
  - d. Exercise 4 : Offers

# Exercise 1

# Target Audience

# Target Audience

Example :

Background Story:

Emily is a 28-year-old avid reader and a marketing professional residing in a metropolitan area. She is passionate about literature, with a preference for contemporary fiction, historical fiction, and mystery genres. Emily enjoys spending her weekends exploring new books, attending book clubs, and engaging in literary discussions on social media.

**Demographics:** -Age: 28 -Gender: Female -Location: Metropolitan area-Occupation: Marketing Professional

**Interests:** -Contemporary fiction, historical fiction, mystery genres. -Attending book clubs and literary events.  
-Following authors, book reviewers, and literary influencers on social media.

**Pain Points:** -Limited time for leisure reading due to a demanding job. - Difficulty finding new and interesting books within her preferred genres. -Desire for personalized book recommendations tailored to her unique taste.

# Exercise 1: Define Your Target Audience

<b>Ideal Customer Description</b>	<b>Demographics</b>	<b>Interests</b>	<b>Pain Points</b>
Ideal Customer 1			

# Exercise 2

# Customer Journey

# Customer Journey

The customer journey refers to the complete set of interactions and experiences that a customer goes through when engaging with a brand, product, or service.

## Task :

Outline the stages your customers go through from awareness to purchase.

Identify key touchpoints at each stage.

Note potential challenges or objections at each stage.

## Example :

- **Awareness:** Potential customers discover BookBoutique through signage, local advertising, or word of mouth.
- **Consideration:** Visitors explore the bookstore, browse bookshelves, and interact with staff for recommendations.
- **Decision:** Customers select books for purchase, inquire about discounts, and decide whether to make a purchase.
- **Purchase:** Customers complete the transaction at the checkout counter.



## Exercise 2: Map Your Customer Journey

	Awareness Stage	Consideration Stage	Decision Stage	Purchase Stage
Customer walks in - - - >				
challenges or objections at each stage.				

# Exercise 3

## Goals for Your Sales Funnel

# Goals for Your Sales Funnel

## Task:

- Define specific, measurable goals for each stage of your sales funnel.
- Consider short-term and long-term objectives.
- Align goals with overall business objectives.

## Example :

### Awareness Stage

- **Short-Term Goal:** Increase website traffic by 20% within the next three months through targeted social media advertising.
- **Long-Term Goal:** Establish brand recognition, aiming for a 50% increase in organic search visibility within the next year.

## Exercise 3: Set Clear Goals for Your Sales Funnel

	<b>Awareness Stage</b>	<b>Consideration Stage</b>	<b>Decision Stage</b>	<b>Purchase Stage</b>
Short-Term Goal				
Long-Term Goal				

# Exercise 4

# Offers

# Offers for Each Funnel Stage

## Task :

- Brainstorm offers for the top, middle, and bottom of your funnel.
- Consider discounts, free trials, or exclusive content.
- Ensure each offer aligns with the needs of your target audience.

## Example : At Awareness Stage

- **Short-Term Goal:** Increase website traffic by 20% within the next three months through targeted social media advertising.
- **Long-Term Goal:** Establish brand recognition, aiming for a 50% increase in organic search visibility within the next year.

## Exercise 4: Create Compelling Offers for Each Funnel Stage

	<b>Awareness Stage</b>	<b>Consideration Stage</b>	<b>Decision Stage</b>	<b>Purchase Stage</b>
Short-Term Goal				
Long-Term Goal				

# Upgrade Your Sales Analytics Experience Today!

Click below to get an exclusive 1 - to - 1 session regarding your sales performance and how to improve your sales revenue

[FREE 30 mins consulting session with Dr John Mathew](#)

