# 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.

Helping YOU Harvest Your Potential!



# **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





# 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

# **CLOSE THE SALE**

Ask for the sale! It's time to bring home the MONEY!

### **OVERCOME OBJECTIONS**

They will object, and you should overcome. Take advantage of this process to build trust.

### PROPOSAL

Create a fantastic presentation with your proposal. Make sure you present it in person.

# **ACTION PLAN**

Once you know your prospect's issues and expectations, create an action plan around those items.



# PROSPECTING

Lead Generation Strategy and Lead Funnel.

# **MAKE CONTACT**

Make contact via marketing, phone call, email, etc.

### QUALIFY

Make sure the prospect is someone you actually want as a customer.

### CONSULTATION

The best sales start with great discovery and consulting with the client about their needs and expectations.

# **SALES CYCLE DIAGRAM**

Are they ready to move to the next stage?

## **CLOSE THE SALE**

Qualifier: Contract is signed. Make that MONEY!

### **OVERCOME OBJECTIONS**

Qualifier: They objected, you responded, and they confirmed that the objection was met. Now go close the sale!

### **PROPOSAL**

Qualifier: You have the perfect proposal created and approved by production and leadership.

### **ACTION PLAN**

Qualifier: Work with key leadership members on your team to help create solutions to add value to the sale.



### PROSPECTING

**Qualifier:** Prospect should match your target market and/or buyer personas.

### **MAKE CONTACT**

**Qualifier:** You make contact, and they have to respond before they move to the next stage.

### QUALIFY

Qualifier: Does the prospect have the ability to pay you? Now that you talked to them, are they your type of customer?

### CONSULTATION

Qualifier: Prospect should identify their needs and expectations. Make sure that your team can meet them!

# **Free Tool**





# **CLOSE THE SALE**

**OVERCOME OBJECTIONS** 

PROPOSAL

**ACTION PLAN** 



# PROSPECTING

MAKE CONTACT

QUALIFY

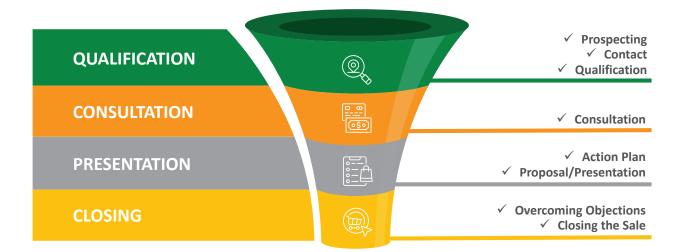
# CONSULTATION

# **Sales Pipeline**

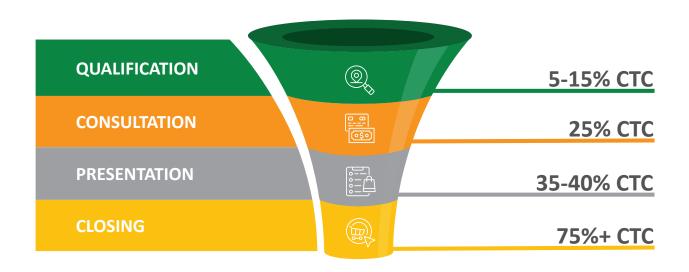
- Helps you manage deals in different stages of the sales process.
- Sales pipelines help identify deal values in relation to probability of closing.
- Your sales pipeline will help forecast sales attainment to assist with marketing and budget management.



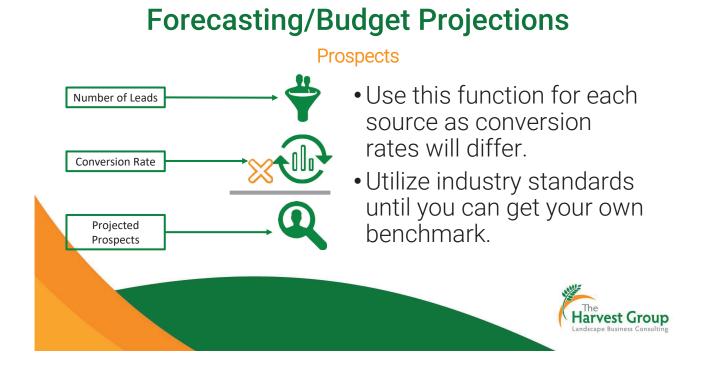




Sales Pipeline Probability - Chance to Close

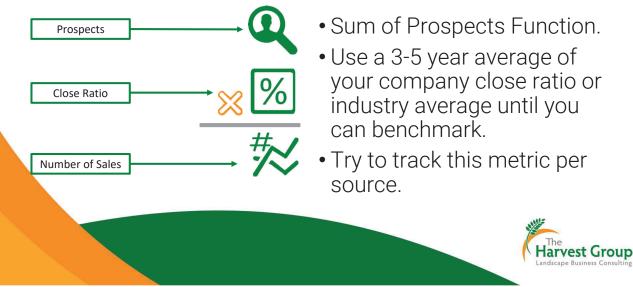


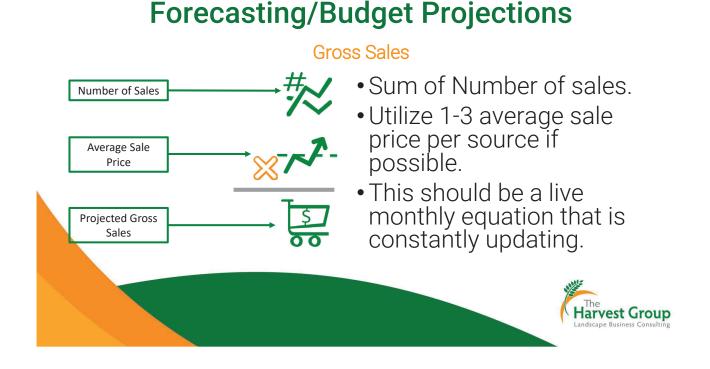
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# Forecasting/Budget Projections

# Number of Sales





# **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.

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# **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.





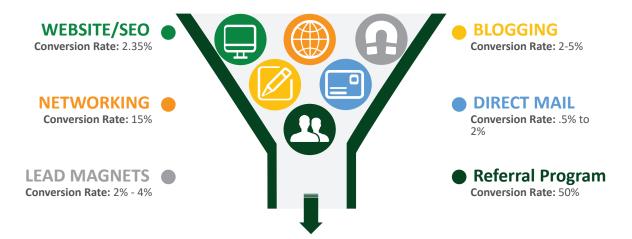
# Lead Funnel

- 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.

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# **LEAD FUNNEL**

How are you going to generate leads?



# **Free Tool**



# LEAD FUNNEL

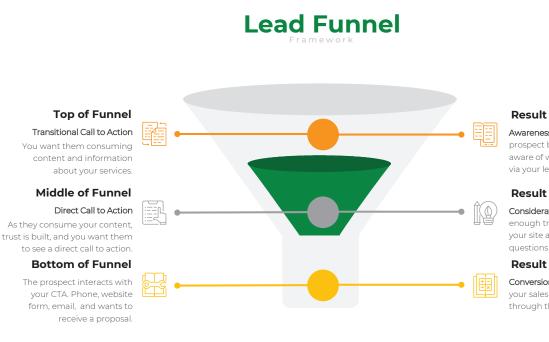
How are you going to generate leads?



# 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.





# Result

Awareness - The prospect becomes aware of who you are via your lead generator.

Consideration - You've built enough trust that they revisit your site and are asking more questions.

Conversion - They convert to your sales pipeline and move through the sales process.

# Lead Funnel

### Source



eBook

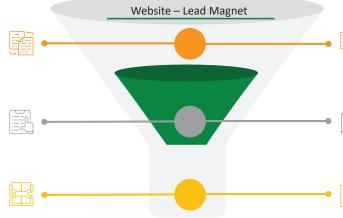
5 Ways to Improve The Safety of Your Industrial Property.

# Middle of Funnel

Direct Call to Action Several Direct CTA's throughout the eBook to contact for personalized consultation.

## **Bottom of Funnel**

Prospect clicks link in eBook for website contact form.



# Result

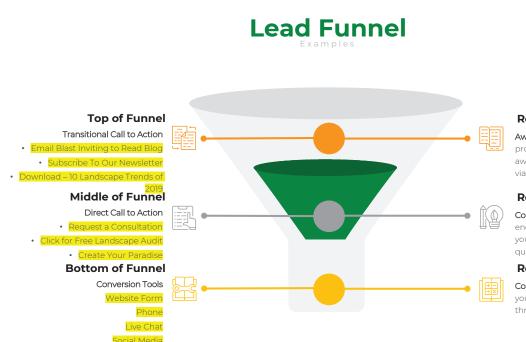
Prospect learns 5 ways to improve the safety and functionality of their property with landscaping.

### Result

Prospect loves the information they learn and wants help implementing some of the options.

## Result

You talk to consult with them, and eventually win the sale after taking them through your highly effect sales process.



# Result

Awareness – The prospect becomes aware of who you are via your lead generator.

### Result

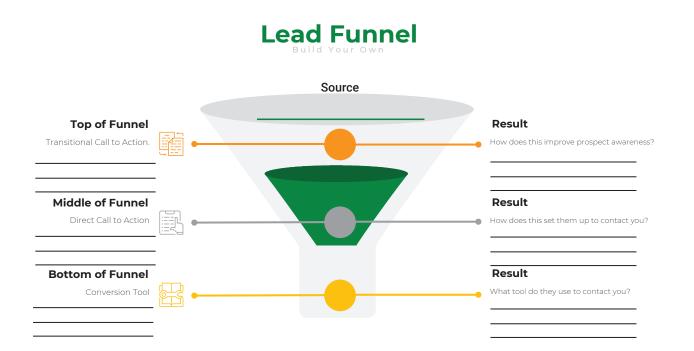
**Consideration** – You've built enough trust that they revisit your site and are asking more questions.

# Result

**Conversion** – They convert to your sales pipeline and move through the sales process.

# **Free Tool**





# 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!

- FREE to anyone that attended the talk today.
- Will discuss SEO Framework, Lead Magnets, and Calls to Action.
- Sign up by Visiting:

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