

Sales & Marketing EC Global

29th May 2022



UNDERSTANDING & MANAGING SALES



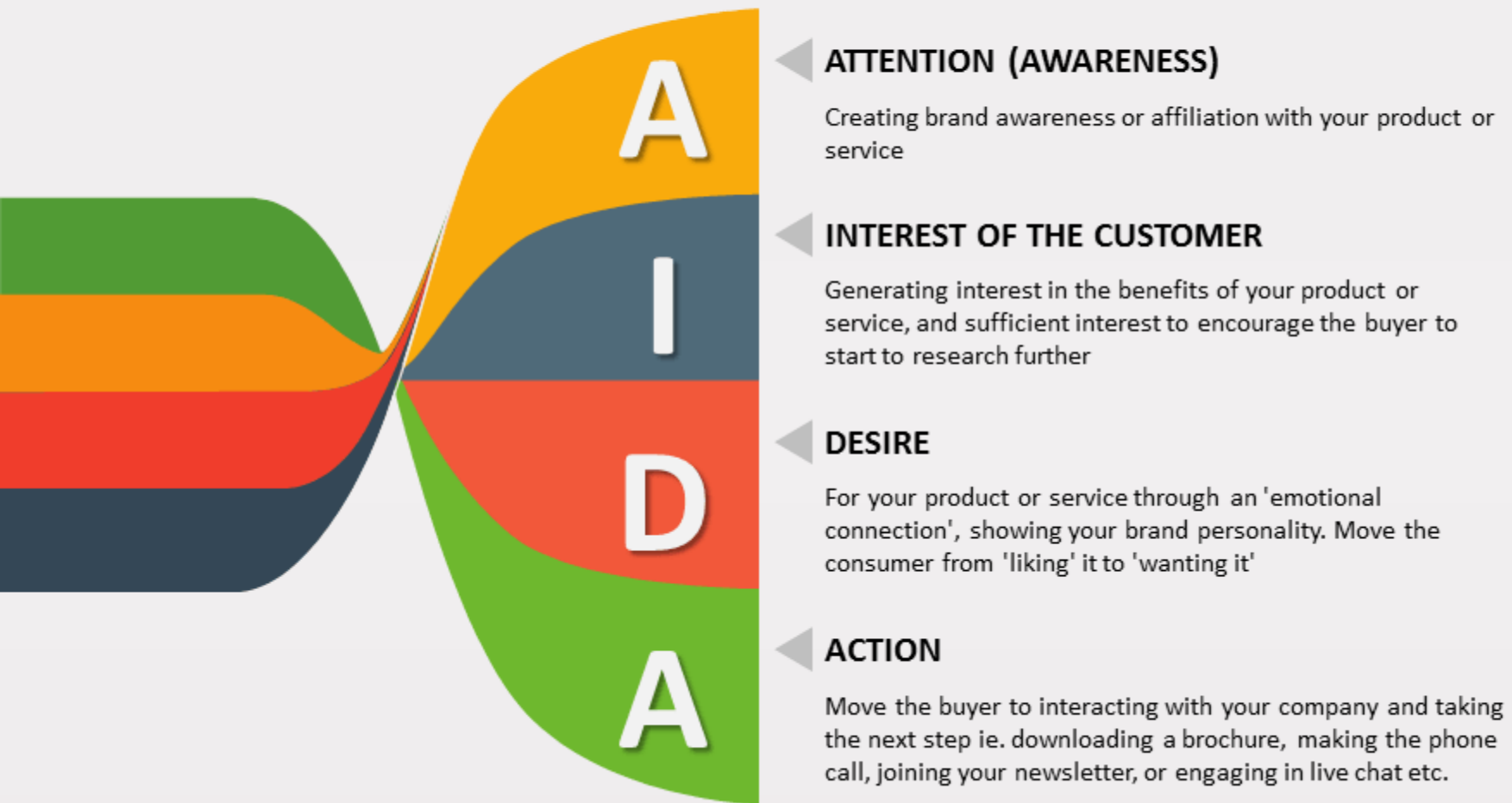
Sales Funnel

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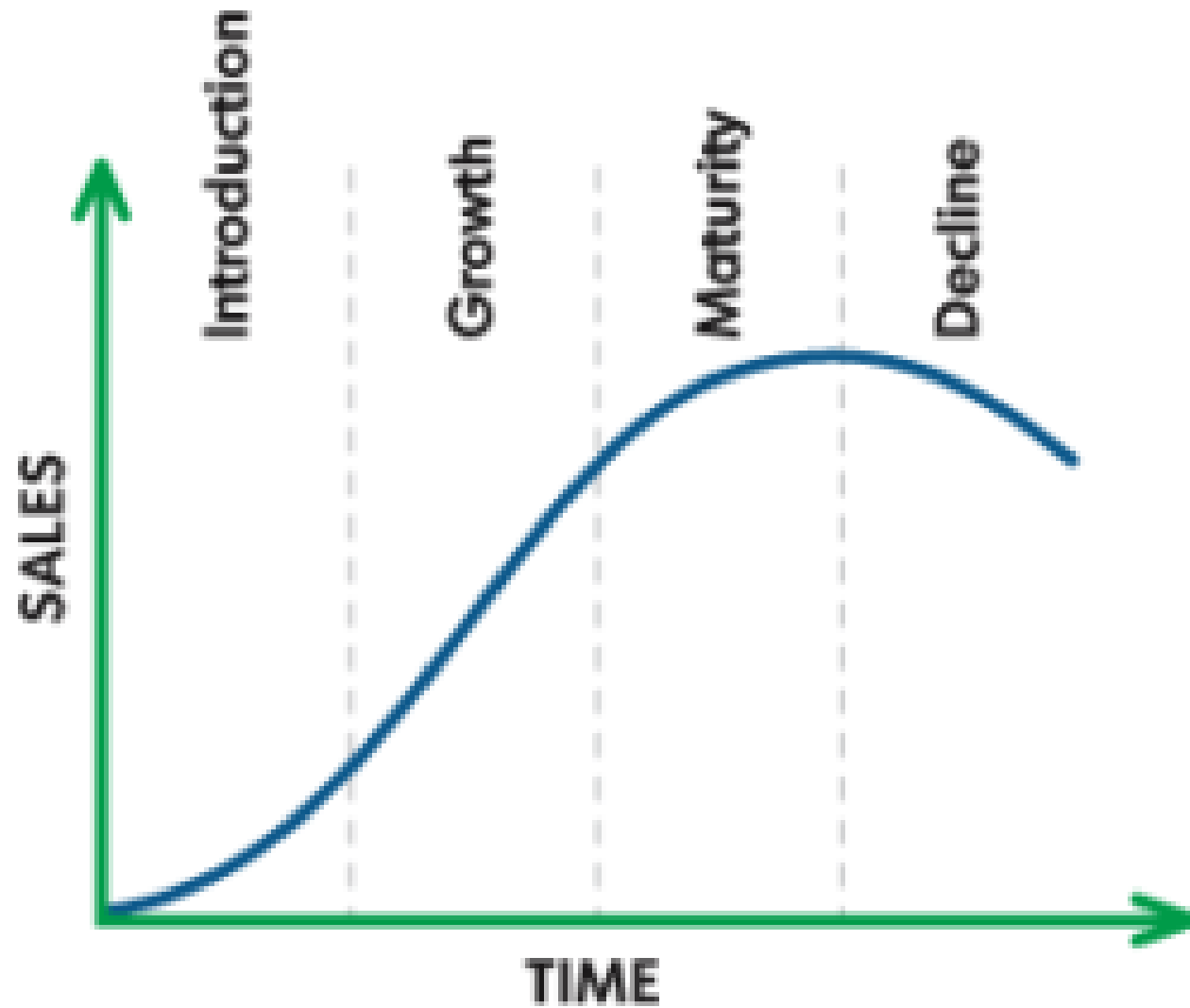
AIDA MODEL



AIDA Model Diagram

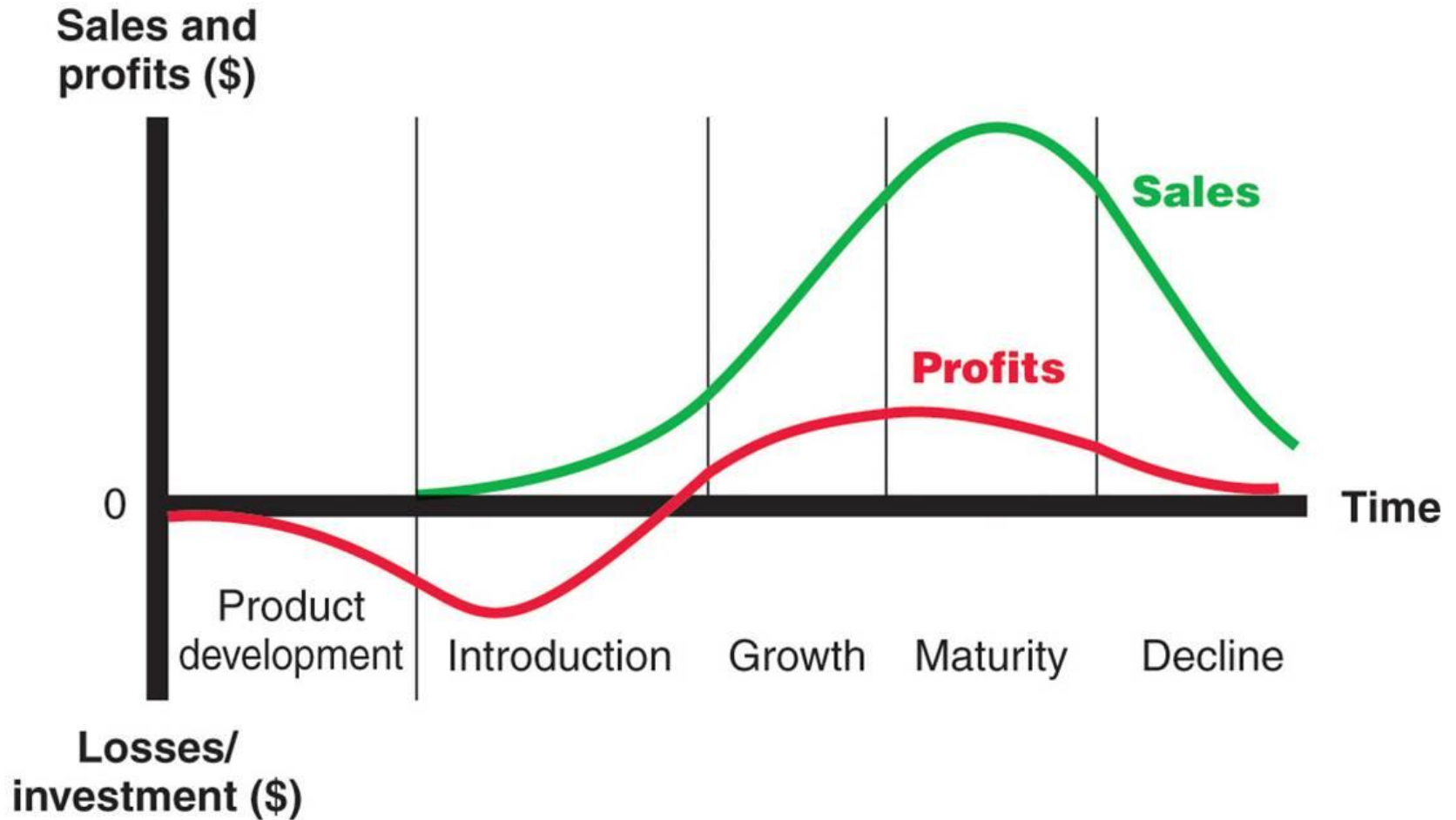


Product Life Cycle Curve



Product Life Cycle

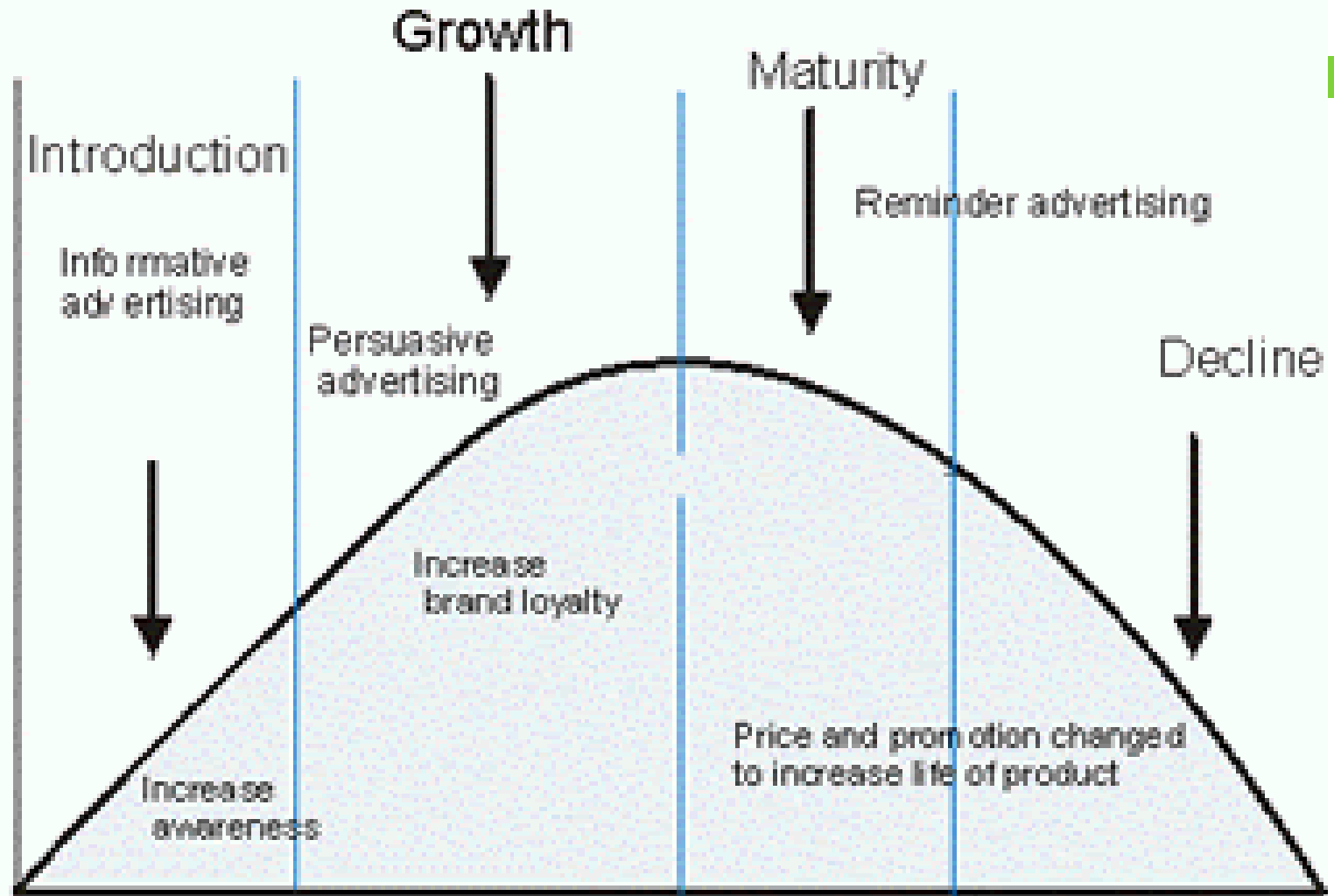
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Promotion through PLC

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Sales



Source: www.learnmarketing.net

Time

Customer journey map

STAGE	Awareness	Consideration	Decision	Service	Loyalty
CUSTOMER ACTIONS	View online ad, see social media campaign, hear about from friends	Conduct research, research competitors, compare features and pricing	Make a purchase	Receive product/service, contact customer service, read product/service documentation	Make another purchase, share experience
TOUCHPOINTS	Traditional media, social media, word of mouth	Word of mouth, website, social media	Website, mobile app, phone	Phone, chatbot, email	Word of mouth, social media, review sites
CUSTOMER EXPERIENCE	Interested, hesitant 	Curious, excited 	Excited 	Frustrated 	Satisfied, excited 
KPIs	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, waiting time	Retention rate, customer satisfaction score
BUSINESS GOALS	Increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAMS INVOLVED	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

Sales Strategies

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	Existing products	New products
Existing markets	Market penetration	Product development
New markets	Market development	Diversification

ALL

THE BEST

