## Sales & Marketing EC Global

29<sup>th</sup> May 2022

## UNDERSTANDING & MANAGING SALES

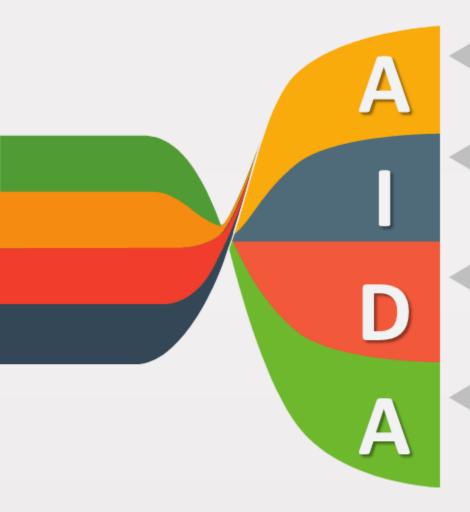
# Sales Funnel

### **AIDA MODEL**



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# AIDA Model Diagram



#### ATTENTION (AWARENESS)

Creating brand awareness or affiliation with your product or service

#### INTEREST OF THE CUSTOMER

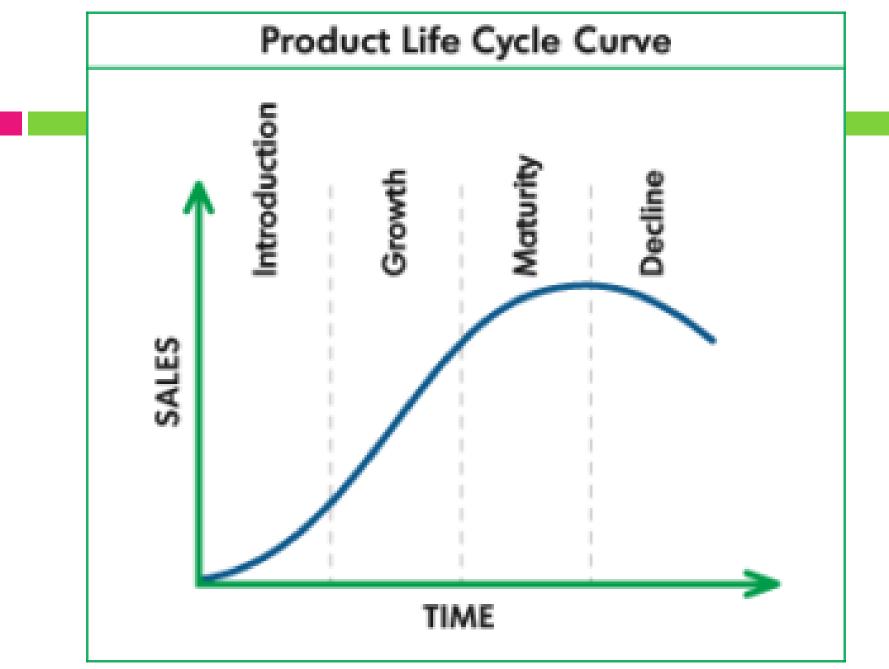
Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further

#### DESIRE

For your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'

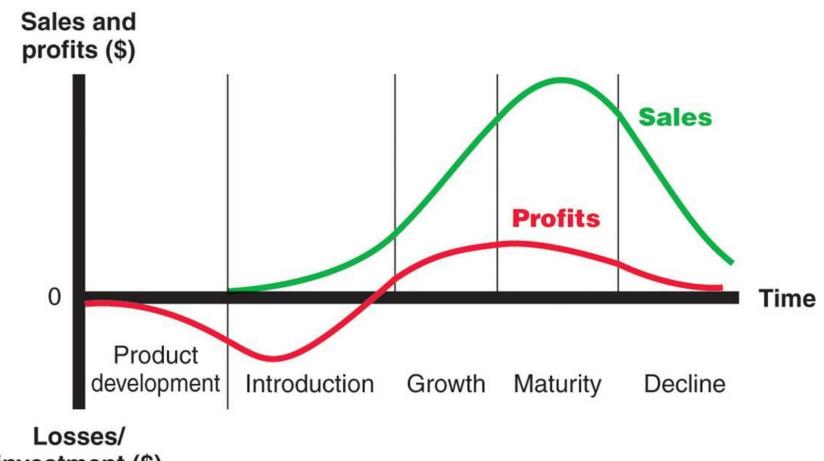
#### ACTION

Move the buyer to interacting with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.



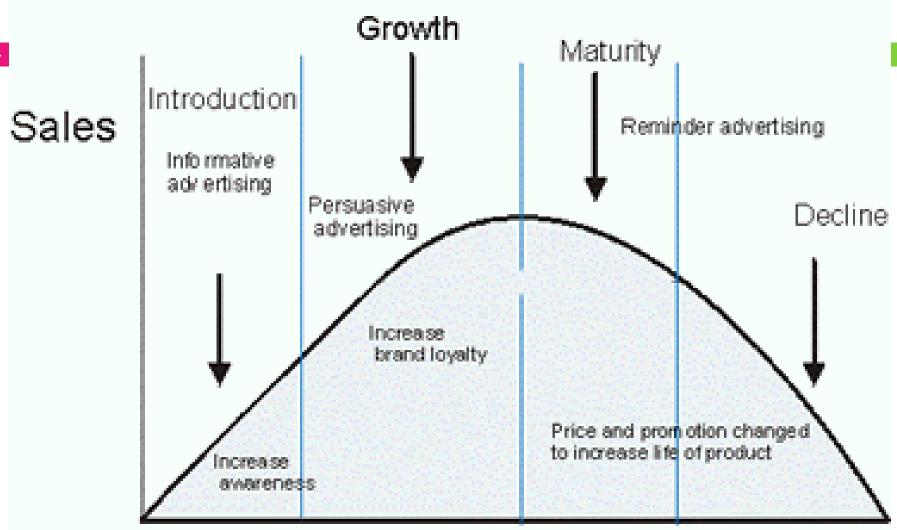
# Product Life Cycle

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investment (\$)

### Promotion through PLC



Source: www.learnmarketing.net

### Time

### **Customer journey map**

STADE	Awareness	Consideration	Decision	Service	Loyalty
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	Curlous, excited	Excited	Frustrated	Satisfied, excited
879.	Number of people reached	New website visitors	Conversion rate, online sales	Product reviews, customer service success rate, walting time	Retention rate, customer satisfaction score
805HE35 60465	increase awareness, interest	Increase website visitors	Increase conversion rate, online sales	Increase customer service satisfaction, minimize wait time	Generate positive reviews, increase retention rate
TEAMOR) UNVOLVER	Marketing, communications	Marketing, communications, sales	Online development, sales, marketing, customer service	Customer service, customer success	Online development, customer service, customer success

# Sales Strategies

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

