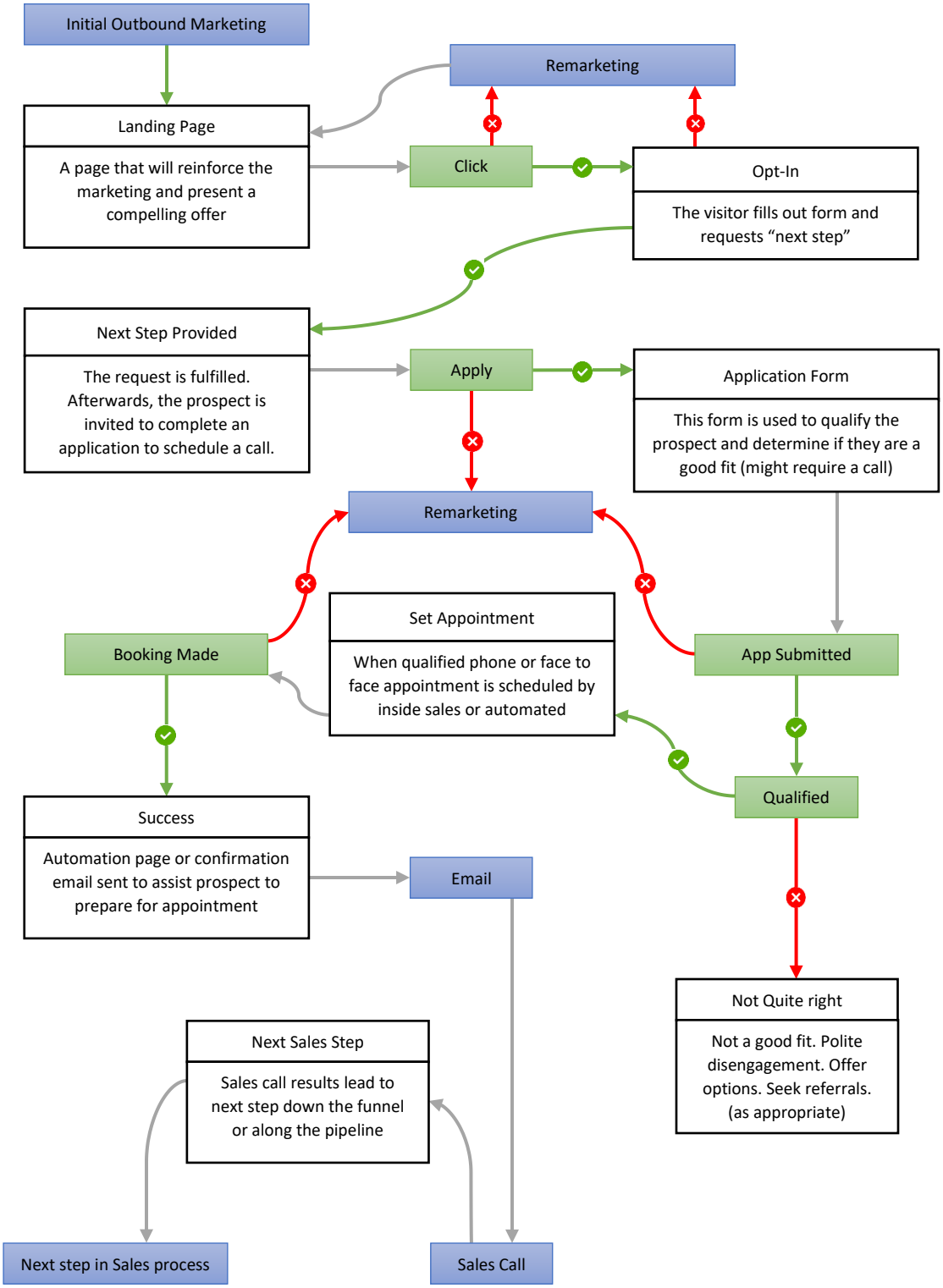
Initial Outbound Marketing
Remarketing
Landing Page
A page that will reinforce the marketing and present a compelling offer
Click
Opt-In
The visitor fills out form and requests "next step"
Next Step Provided
The request is fulfilled. Afterwards, the prospect is invited to complete an application to schedule a call.
Apply
Application Form
This form is used to qualify the prospect and determine if they are a good fit (might require a call)
Remarketing
Set Appointment
When qualified phone or face to face appointment is scheduled by inside sales or automated
Booking Made
App Submitted
Qualified
Success
Automation page or confirmation email sent to assist prospect to prepare for appointment
Email
Not Quite right
Not a good fit. Polite disengagement. Offer options. Seek referrals. (as appropriate)
Next Sales Step
Sales call results lead to next step down the funnel or along the pipeline
Next step in Sales process
Sales Call