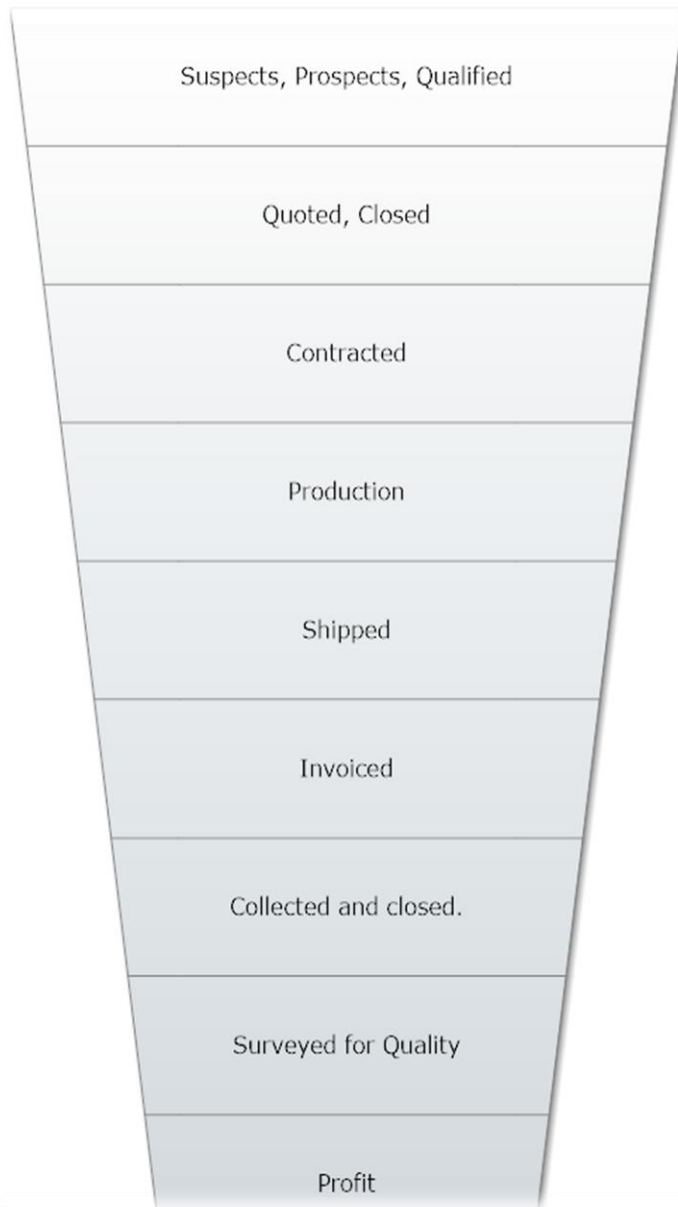


## The Funnel of Business and related Marketing Mix



Suspects and Prospects are found through Alliances, Referrals and Marketing functions.

The Sales function is the process of working qualified Prospects to quote, and close business.

Written Contracts or purchase orders are necessary to document all of the elements of an order.

Policies and Procedures with forms, checklist and flowcharts are necessary to complete the overall project

The funnel of business is a living process that requires an equal amount of attention to each level.

All people that are impacted by your business must be profitable (defined as positive well-being as well as financially profitable). If so they will reinvest at the top of the funnel. If full attention is not given to the upper part of the funnel the business will shrink.

The funnel must be coordinated with the Marketing mix of the firm. The strategic Ps are critical to how we manage the funnel. As a firm moves from price oriented to a fully integrated marketing mix the culture of the firm will change.

A fully integrated marketing mix requires a different approach to marketing and sales. The firm must be much more understanding that the purpose of marketing is “to find the needs of our

## The Funnel of Business and related Marketing Mix

customer and meet those needs at a profit to our customer and a profit to the firm”. There is a cost to implementing and managing a fully integrated marketing mix.

However, the price oriented company is generally less profitable and has higher ups and downs.

The customer base of the fully integrated marketing mix firm is more loyal because price is not the most important part of the mix. It is important, but the range of the price relevance is determined by value the customer puts on the other parts of the mix.

I call this strategy “the customer for life” approach. It should give you a relationship with your customer as a part of their organization. It is more of a partnership than a customer relationship.

Consistence in the relations is critical for long term success.