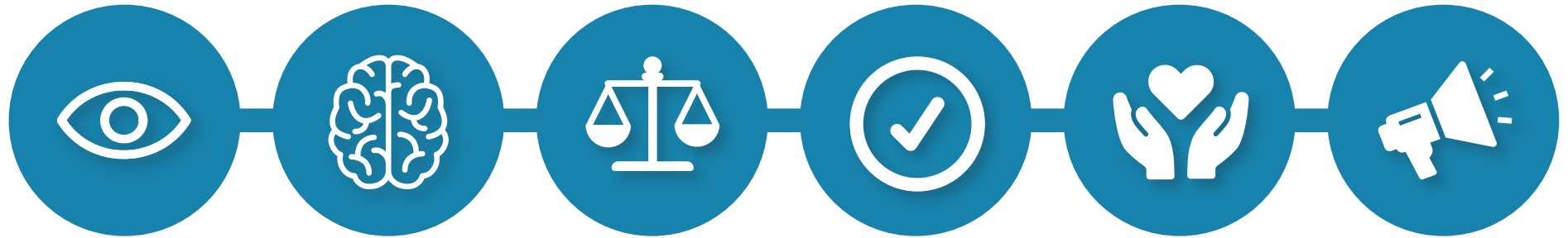


# Sales Pipeline



In business, success hinges on more than just having a great product or service. Gain an understanding of where your customers and prospects stand in the sales pipeline and tailor your marketing efforts accordingly for sustainable growth.



## AWARENESS

## KNOWLEDGE

## CONSIDERATION

## SELECTION

## LOYALTY

## ADVOCACY

CUSTOMER  
PERSPECTIVE

Aware of a product/service.

Seek to understand the features and benefits offered.

Compare different options to determine the best fit.

Decision based on what aligns best with their needs.

Support a brand due to consistent positive experiences.

Voluntarily recommend and endorse the brand to others.

MARKETING  
PRIORITIES

Generate initial interest through targeted marketing efforts.

Provide detailed information to educate potential customers.

Provide product/service options based on needs and preferences.

Sell the product or service that best fits their needs.

Build trust and repeat business through positive experiences.

Encourage satisfied customers to recommend and endorse the brand.