

# CUSTOMER

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A TO Z OF THE  
CUSTOMER JOURNEY

*Guarantee  
of 10X sales*



WE HELP STARTUPS TO START

Every businessperson dreams of seeing their business shine, make a mark in the market and break sales records. But this path is not so straightforward. Imagine, even if you have a fantastic product and service, but still, sales don't meet your expectations. This is where you need a strong 'Customer Funnel,' and that's exactly where our booklet 'Building a Customer Funnel' comes into play.

This booklet provides you with A to Z knowledge of the customer's journey. The customer journey is the process through which an ordinary person connects with your brand and then becomes a loyal customer. But this is just the beginning; the real challenge is motivating them to make repeat purchases. Through this booklet, we will guide you on how to understand your customers, recognise their needs, and provide them with what they desire. It's not just about increasing sales, but also about keeping them happy and turning them into loyal customers. We will explain the intricacies of the customer funnel - what this funnel is, the different stages involved, and how you can implement it in your business.

Remember, building a customer funnel is an investment, not an expense. When you build it correctly, this investment gives you increasing returns. The '10X Sales Guarantee' is not just a promise, but a reality. With the right strategy and effective communication with customers, your sales are sure to increase. This booklet will take your business to a new dimension, where you will not only understand your customers better but also make them a part of your brand. This journey will take your business to new heights, and your sales will see exceptional growth.



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# Introduction

Every customer is a new opportunity, every opportunity  
is a new hope

Imagine you've started a business, and now you want people to come in and shop enthusiastically. For this, you need a solid plan, which is known as the Customer Funnel. This funnel is divided into four steps: the first is Awareness, then comes Answering Questions, followed by Decision, and lastly, Customer Service.

The first step is Awareness. This means letting people know what your business is about and what you are selling. To do this, you can use social media, advertisements, blogs, etc. Once people are aware of your business, they will start having various questions about your business, products, and services. In this step, you provide solid information about your business, products, and services and answer their questions. This helps people make up their minds about engaging with your business and making a purchase.

Next comes the Decision phase. Here, you offer some exciting deals or discounts to encourage them to start shopping with your business. Once someone makes a purchase from your business, the final step is Customer Service, where you continue to treat the customer well even after the purchase, ensuring they become a loyal customer.

The biggest advantage of this funnel is that it helps you understand at which stage a customer is, and what you need to tell them according to their stage. This not only increases your sales but also keeps your customers happy.

This Customer Funnel is not just for big businesses. Small, medium, or large – any type of business can create and use this funnel. And it's not just limited to online businesses; it can be applied to offline businesses as well. So, implement this funnel in your business, and watch your sales grow fivefold, tenfold. The Customer Funnel guarantees the growth of your business. However, before creating this funnel, there are some important steps you need to take to make the process even more successful and effective.

## 1 Web Presence

If you want to create a Customer Funnel, first improve your web presence, means your presence over the internet. When your funnel starts running, people will surely search for your business name on Google. As soon as they search for your business on Google, your website, social media accounts, public reviews, Google News related to your business, your mobile application, and blogs should all be visible to them. Only then will people trust you and your business, making your customer funnel even more powerful.

## 2 Target Market

If you are creating a Customer Funnel for your business, the first thing you need to understand is who your targets are. In other words, you need to know your target market. It's like a batsman in cricket who needs to know the pitch conditions and the bowler he's facing. Know your customers – their age, where they live, what they like, and what their needs are. This information will help you set up your funnel effectively. As soon as you get an idea of what your customers want, your funnel will be built accordingly and will be more impactful.

## 3 Marketing Channels

Before creating a Customer Funnel, it's important to understand your marketing channels. This means knowing how you will reach your customers. Whether it's Facebook, Instagram, email, a website, a mobile application, WhatsApp, or maybe even a local market – each channel has its own special features. You need to choose the right channel for you and your customers. If you focus on the right channel, your message will reach those who need to hear it, and when your message reaches them directly, your funnel will also be very strong.

## 4 Content Strategy

You should know how to communicate with your customers, what to say, and how to attract them. Your content – whether it's a post, blog article, video, reel, booklet, or WhatsApp message – is your way of communicating with your customers. You need to offer something that will attract customers to you. Think of it as telling a good story in which the customers can see themselves. This is the key that will not only create your Customer Funnel but also make it shine. A good content strategy will ensure your message reaches the right people and will take your business graph upward.



# Map Your Customer Journey

Every step in the customer's journey is important; missing even one can lead to failure

Every business owner dreams of their business flourishing and growing. To achieve this, it's essential to create a powerful customer funnel. However, the first step in building this funnel is to create a 'Customer Road Map'. A 'Customer Road Map' is a visual representation of the journey a customer takes from initial awareness of your business to becoming a loyal customer. This road map helps you understand your customers' needs, their likes and dislikes. With this knowledge, you can tailor your product or service to suit them better.

To create this road map, you first need to understand your target customer. Then, observe how they can connect with your business. This could include visiting your website, interacting with you on social media, making phone calls, sending emails, or even coming to your store. It's important to identify all these touch points. Next, you need to understand their experiences. You have to see what they feel while using your services—their happiness, complaints, and suggestions all need to be considered. This helps you identify areas that need improvement. With the help of this road map, you can make your funnel even more effective. You'll know which touchpoints require more attention and how to make your customer's journey better. Remember, the more you understand your customer, the more your business will grow and thrive. Your funnel will become stronger. So, what are you waiting for? Let's create a fantastic journey for your customers!

## 1

### Define Your Customer Persona

To create a customer roadmap, the first thing you need to do is imagine your ideal customer. This is a fictional character that represents the qualities of your real customers. It includes their age, gender, profession, interests, habits, and needs. For example, if you want to start a sports equipment business, your customer persona might be "25-year-old Arjun, who is a fitness enthusiast and goes to the gym daily. He is interested in new fitness gadgets and sports gear." Creating this persona helps you understand what your customers want and how you can attract them.

## 2

### Define Your Customer Touch Points

Identifying "customer touch points" is crucial in creating a customer road map. These touch points are the places where your customer directly interacts with your business. For example, when they visit your website, see your posts on social media, or step into your store. By properly identifying these touch points and including them in your "customer road map," you can make the customer's journey smoother. This will not only help you better understand their needs but also strengthen your customer funnel.

## 3

### Map Your Products and Services with Customer Touch Points

Once you have identified customer touch points where your customer interacts with your business, you need to align your products and services with each touch point. The needs of the customer can vary at each touch point, and they may require specific products or services at different stages. If you plan for this in advance, it will also make it easier for your staff to handle customers. If necessary, you can even develop new products and services tailored to each touch point.

## 4

### Prepare a "To-Do" List

Once you have identified all the touch points where your customer interacts with your business, it's important to prepare a "To-Do" list for what your business needs to do before and after each touch point. This list will be the most helpful tool in creating your customer roadmap and customer funnel. A funnel is a process, and unless we break it down into small tasks, we won't be able to create an effective funnel for our business.

# Content, Content, and Content

Content is the foundation upon which the palace of a brand is built

The importance of content development in creating a customer funnel is as crucial as the salt enhancing the flavor of a dish. Effective content not only attracts customers but also inspires them to engage with your business. A good content strategy means tailoring your content to each stage of the customer journey. But is creating content just once enough? Absolutely not! Market trends and customer preferences constantly change, so it's important to regularly update your content. This ensures that your content remains fresh and relevant, which keeps attracting customers to you. A strong content development strategy should be a key part of your marketing plan, which you must continuously update according to the times. For this, you should have a strong team that not only helps in creating content when building a customer funnel but also assists in regularly developing content according to the funnel. And yes, make sure to include catchy taglines and slogans in every type of content. These small details make your content more appealing and leave a lasting impression on the minds of customers. Let's explore the types of content you'll need to build your customer funnel.

## 1 Video & Reels

Videos and reels are amazing tools for creating customer funnels in today's era. An engaging video or a short reel can tell the story of your product or service in a fun way. They not only grab attention but also keep people connected to your brand. Whether it's a product demo, customer review, or educational content, videos and reels bring your message to life. This helps customers easily get information about your product while also building an emotional connection with your brand.

## 2 WhatsApp Messages & Email Newsletters

WhatsApp or text messages and email newsletters are crucial for your customer funnel. Through WhatsApp, you can directly connect with your customers and send them personalized offers and updates. This makes customers feel special and helps in building a strong relationship with them. On the other hand, through email newsletters, you can share your brand's story, new products, or industry-related information. This not only keeps your customers updated but also gives them a reason to stay connected with you.

## 3 PDF Booklets & Infographics

PDF booklets and infographics are both very important for the customer funnel. Through PDF booklets, you can provide detailed and in-depth information about your products or services. They help customers understand the intricacies of your offerings. Meanwhile, infographics allow you to present complex data or information in an easy, accessible, and attractive manner. They not only grab the customer's attention but also provide them with informative content.

## 4 Checklists, Templates & Polls

Checklists, templates, and polls are also very useful for the customer funnel. Checklists and templates assist customers in their tasks and make them appreciate your brand. These not only make their work easier but also make them realize the utility of your brand. On the other hand, polls allow you to understand customer opinions and preferences. They not only keep customers engaged with your brand but also give them a voice. This gives you a better understanding of their needs and preferences.

# Customer Funnel Stage-1: Awareness Stage

If it's not talked about, it doesn't have a market

The customer funnel begins with creating awareness. This is the step that draws customers towards your brand. In today's digital age, there are various ways to increase awareness, such as social media, online advertisements, and content marketing. Through engaging posts and videos on social media, you can reach millions of people. Similarly, online advertisements help you target your products to those who are genuinely interested. Through content marketing, you can tell your brand's story and explain your products in detail. Increasing awareness on digital platforms is crucial today because most people spend a significant amount of their time on the internet. Therefore, it is essential to use the platforms where your target audience is present. Understanding your target audience and creating content that meets their needs is equally important. When you understand their interests and needs, you can attract them to your brand. Keep making continuous efforts to increase awareness and always be on the lookout for new ways. This will not only help your brand grow but also keep adding new customers to your funnel.

## 1 Content

At this stage, online, you can share small tips, DIY methods, or useful information through social media posts and videos that will make people curious about your brand. In blogs, you can provide detailed information about your products, such as their benefits, usage methods, and customer experiences. In PDF booklets and infographics, you can present statistics and facts through attractive graphics. Offline, traditional methods like pamphlets, banners, and hoardings can be used to highlight images of your product, offers, and your brand's unique selling proposition (USP).

## 2 Platform

At this stage, online, you can attract a large number of people by posting attractive content and ads on platforms like Instagram, Facebook, and LinkedIn. Email platforms allow you to send personalized information to your customers. WhatsApp is also emerging as a significant platform for creating awareness about your brand or product in today's time, and there's no need to explain how much YouTube can contribute to your business. Offline, traditional methods like hoardings in local markets and participating in community events can help create awareness among local customers.

## 3 Product or Services

At this stage, products that meet the common needs of your customers and are affordable quickly become the center of attention. Similarly, services that are easily accessible and provide immediate benefits to customers are more effective. Such products and services make customers feel that they are getting more value at a lower price, which increases their trust and connection with your business. These kinds of products and services not only fulfil customer needs but also enhance the reputation of your business.

## 4 Tools

While building a customer funnel for an online business, it is crucial to use certain tools right from the first stage. For social media management, tools like 'Hootsuite' and 'Buffer' are very helpful. These tools help you manage and schedule your posts on platforms like Facebook and Instagram. For email marketing, tools like 'Mailchimp' and 'Constant Contact' are excellent as they help automate your email campaigns and personalize them. Tools like 'Google Analytics' and 'Hotjar' help you understand what people are doing on your website.

# Customer Funnel Stage-2: Intent Stage

When a customer decides to make a purchase, consider half the work

At this stage, customers who are already familiar with your brand or product start developing a desire or intention to purchase. Your role here is to strengthen this desire and guide them towards making a purchase. During this stage, customers often read reviews, compare products or services, and explore the offerings provided by your company. They also search for your brand and company name on Google. This is where your 'web presence' becomes crucial. Your website or mobile application should present all the necessary information about your products and services in a clear and appealing manner. The advantages of your products and services should be prominently displayed in comparison to other options. Customer experiences, such as feedback and testimonials, should also be visible, as they help build trust with new customers. Additionally, your social media profiles should be well-maintained, showcasing positive reviews and user experiences related to your products and services. This increases curiosity and interest among customers.

## 1 Use of CRM

Customer Relationship Management is very important at this stage. You can capture all the data you have obtained from your efforts in the previous stage, and use CRM to send personalized offers and information based on this data. This helps you understand their needs better and guide them more effectively towards making a purchase. Although a CRM system helps you communicate with customers at every stage of their journey, it is especially important for this stage.

## 2 Re-Marketing Ads

Re-marketing ads are useful in this stage to re-engage those customers who have previously visited your platform but have not made a purchase. These ads target customers who have shown interest in your products but haven't completed a purchase. They remind customers that they were considering your product and encourage them to make a purchase.

## 3 Use of Drip Campaign

Sequential email/WhatsApp marketing is very effective at this stage. This strategy involves sending emails or WhatsApp messages to customers at scheduled times and in a specific order. These messages provide information about the product, its benefits, and special offers. This approach gradually leads customers towards making a purchase and builds trust in the brand. If you are using WhatsApp for this, consider obtaining the green tick verification.

## 4 Use of Customer Service

Customer service is an essential part of this stage. At this point, customers may have various questions and queries about the products or services. Excellent customer service provides quick and satisfactory answers to their questions, boosting their confidence and guiding them towards making a purchase. This service can be provided through chat support, phone calls, or emails. You should have a well-trained team specifically for this stage.



# Customer Funnel Stage-3: Need Assessment Stage

Without understanding the customer's needs, the sale is incomplete

The third stage of the customer funnel is where you deeply assess the customer's needs. In this stage, your primary task is to understand what the customer wants, what their needs are, and what their pain points are. During this stage, it is crucial to connect with the customer and assure them that your product or service can meet their needs. Tools like customer surveys, feedback forms, and one-on-one interactions are particularly useful at this stage. You can conduct online surveys or polls and engage in direct conversations with customers to better understand their opinions and needs. It is important to provide the customer with accurate information and advice based on their requirements.

For example, if you are selling a fitness service, it is essential to understand the customer's fitness level and lifestyle to suggest the most suitable plan for them. Similarly, if you are selling an online educational course, understanding the customer's learning style and educational goals is crucial. It is also important to answer the customer's questions accurately and in detail during this stage, as this builds their trust and makes them feel connected to your brand. If you execute this stage effectively, you can move the customer to the next stage, where they are closer to making a purchase decision. This stage lays the foundation for a strong relationship between the customer and the seller.

## 1 Consulting Team

The role of the consulting team is vital at this stage of the customer funnel. Some might refer to this as the sales team, but I prefer the term consulting team because the purpose of the sales team should not be 'just' to sell. Instead, the consulting team aims to sell what the customer needs. This team helps in understanding the customer's needs and answering their questions. They analyze the customer's requirements and suggest the appropriate solutions accordingly.

## 2 Proposals or Quotation

Proposals or quotations are useful in explaining to customers in detail what you are offering and at what price. These documents provide customers with a clear idea of the type of service or product they will receive and how much they will need to pay for it. This strengthens the customer's trust and aids their decision-making process.

## 3 Packages Bundle

Offering packages or bundle deals is an excellent way to provide more value to customers. When you offer various services or products together in a bundle, customers feel they are getting a good deal. This encourages them to buy more and increases their loyalty to your brand.

## 4 Upsell Technique

This technique involves offering customers additional products or services along with their current purchase. For instance, if a customer buys a mobile phone, you can offer them additional products like a mobile case or earphones. This technique adds more value to the customer's purchase and is used in this stage to boost sales further.

# Customer Funnel Stage-4: Purchase Stage

When making a purchase, the customer has only one question – 'Is this right for me?' If the answer is yes, the sale is confirmed

When we talk about the 'Purchase Stage' of the customer funnel, whether it's online or offline, this stage needs to be handled with great care. After all, this is the moment when the customer decides to buy your product or service. In online shopping, it's essential that your website or app is easy to use and the customer faces no issues. Similarly, in offline stores, it's very important to make the customers feel good and assist them. Whether it's an online sale or an offline one, good offers and discounts can motivate customers to make a purchase. This makes them feel like they are getting a special deal, which makes them happy. Along with this, trust and security are crucial during the purchase. For online transactions, there should be a secure payment gateway, and in offline stores, customers should feel confident that their money is safe. Moreover, having a clear and straightforward refund policy increases customers' trust. If customers know that they can get their money back if there's a problem, they feel more comfortable. Customers should feel that they are not just making a transaction, but building a relationship with you. This encourages them to return to you and recommend you to others. This enhances the customer experience and helps make your business successful.

## 1 Payment Gateways

Payment gateways are very important in online shopping. They provide customers with various payment options, such as credit cards, debit cards, net banking, and e-wallets. A good payment gateway ensures that the customer's money is secure and the transaction is completed without any interruptions. This creates an atmosphere of trust for the customers and helps them shop without any worries.

## 2 Refund Policy

A clear refund policy gives customers the confidence to invest in your product. If customers know under what conditions they can return the product and that their money is safe, they shop more freely. This gives them the confidence that they can change their decision at any time. A good refund policy increases customer satisfaction and encourages them to come back to you.

## 3 Cash Discount

A cash discount is an effective way to attract customers to make a purchase. When customers learn that they can get an extra discount for paying in cash, they are more inclined towards that product or service. This not only boosts immediate sales but also helps in bringing back customers and creating new ones through word of mouth.

## 4 Payment in Installments

The option to pay in instalments gives customers the opportunity to make big purchases without paying a large amount at once. This allows customers to buy more expensive products and pay for them in smaller instalments. This is not only convenient for customers but also an effective way for merchants to increase sales.

# Customer Funnel Stage-5: Post-Purchase Stage

Anyone can make a sale, but remembering the customer after the purchase is what makes you a true master

The fifth stage of the customer funnel, known as the post-purchase stage, is extremely important for business owners. The relationship with your customer doesn't end once you've made a sale; in fact, it marks a new beginning. When customers use a product or service, their experiences and feedback become crucial. Customer satisfaction, complaints, and suggestions can provide new directions for your business. Feedback and reviews not only help improve the quality of your product but also assist in building long-term relationships with your customers. Your goal here should be to establish a lasting relationship with your customers. You can achieve this by using email newsletters, special offers, and social media interactions. Customers should feel like they are an important part of your business. These efforts not only keep them happy but also build their loyalty towards your business.

After-sales services play a significant role in customer satisfaction and trust-building. If your after-sales service is good, customers will not only remain satisfied but also be more likely to do business with you again in the future. For example, prompt and effective customer support, warranty services, and regular maintenance can set your business apart from the competition. This reassures customers that you understand and care about their concerns.

Encouraging customers to make repeat purchases is a key aspect of the post-purchase stage. You can do this by offering them special deals, discounts, and information about new products. An effective loyalty program that rewards customers for their purchases can motivate them to return to you again and again. Initiatives like these make customers feel that their loyalty is appreciated and valued. Handling this stage correctly can be a step towards success for business owners.

## 1 Delivery

Timely delivery of your products or services without any damage significantly impacts the customer's experience. When delivery is smooth, customers are satisfied, and the likelihood of repeat purchases increases. Therefore, providing fast and reliable delivery is essential. This makes customers feel that their needs are being taken care of, and they develop loyalty towards your brand.

## 2 Reviews

Customer feedback not only gives you the opportunity to improve your products and services but also acts as a source of trust and confidence for new customers. Encouraging customers to write reviews, through feedback forms or emails, can strengthen your brand's reputation.

## 3 Cross-Sale Technique

Selling different products to your existing customers is an effective way to boost sales. When you know your customer's preferences and needs, it becomes easier to suggest relevant and useful products. This not only helps grow your business but also makes customers feel that their needs are being taken care of. This technique is also employed at this stage to further increase sales.

## 4 Loyalty Program

Such programs reward customers with points or rewards for their purchases, which they can use for future shopping. This encourages customers to keep coming back to your brand. Loyalty programs make customers feel that their loyalty is appreciated and that they are valued.

# Customer Funnel Stage-6: Retention Stage

Retaining a customer is like preserving a treasure

In this stage, our main goal is to retain existing customers and build strong relationships with them. This is not only about increasing sales but also about maintaining the brand's credibility and reputation in the market. When customers repeatedly use your service or product, it reflects their satisfaction and loyalty towards your brand. This is essential for stability and sustainable growth because keeping existing customers satisfied is more cost-effective than attracting new ones.

Firstly, personal communication is extremely important. Engaging with customers on a personal level makes them feel special and keeps them connected to the brand. You can use emails, social media, and direct messaging for this purpose. Discounts, special offers, and reward points are effective tools to attract customers and keep them engaged with the brand. These incentives encourage customers to make repeat purchases. Valuing customer feedback and acting on their suggestions makes them feel that their opinions matter. This further strengthens their trust and loyalty.

By adopting these strategies, businesses can not only retain their existing customers but also attract new ones through them. However, there are several challenges in retaining customers. The first challenge is the increasing competition in the market, which distracts customers and attracts them to new options. The second major challenge is changing customer expectations. In today's age, customers are more aware, and their expectations are constantly evolving, making it a challenge to keep them satisfied. Maintaining consistency and quality in customer service is crucial. A single disappointing experience can drive customers away, so it is important to continuously improve customer service and ensure positive experiences.

## 1 Customer Segmentation

Through customer segmentation, you categorize your customers based on their buying habits. 'Category A' customers are the most important for your business, such as those who regularly and in large quantities purchase online or offline. 'Category B' customers are moderate-level customers who occasionally make large purchases. 'Category C' customers buy less frequently and in smaller quantities, such as only during festivals or special occasions. This segmentation helps you better understand customer needs and provide them with the appropriate products and services.

## 2 Customer Lifetime Value

Customer Lifetime Value, or CLV, indicates how much profit a customer brings to your business over the time they stay with you. For example, if a customer purchases goods or services worth ₹1000 from your business every month for 5 years, their total CLV would be ₹60,000 (₹1000 per month x 12 months x 5 years). By knowing the CLV, you can identify which customers are more profitable for you and focus more on them. This will help you build better relationships with your customers and grow your business.

## 3 Re-engagement/Churn Prevention

This means bringing back customers who have drifted away or are unhappy. This can include special offers, gifts, or sending them personalized messages. For example, if a customer used to buy products and services from your business but hasn't made a purchase in months, you can send them an email with a special discount or offer to encourage them to shop again. This shows the customer that you value them, and they may become a loyal customer again. This will also make them think positively about you and prevent them from leaving.

## 4 Advocacy

When your customers are so happy with your service that they start telling their friends and relatives about you, it's a big deal because people tend to trust the recommendations of those they know. To encourage this, you can offer your best customers special rewards or discounts. This will motivate them to talk about you even more enthusiastically. When they praise you, new customers are drawn to you, and your business grows.



# *Customer Funnel Stage-7: Grow Sales from Retained Customers*

Retained customers are like trees that bear fruit repeatedly

This stage is particularly significant because it involves taking care of those customers who return to us time and again. Our goal at this stage is to keep our existing customers happy and try to sell them more. To identify retained customers, we can look at their purchase history, their feedback, and their buying habits. These customers are valuable to us, and by identifying them, we can offer them more personalized services and offers.

There are several strategies we can use to increase sales from retained customers. First, we can offer them special discounts and offers, such as loyalty points or additional discounts on special occasions. Second, we can provide them with personalized services. Additionally, we can use email marketing or social media campaigns to inform them about new products. Paying attention to their feedback and implementing their suggestions is also important. By taking such measures, we can enhance their satisfaction and encourage them to stay connected with us. It's crucial to understand their needs and provide them with appropriate solutions. Good customer service plays a key role in this. We can stay in regular contact with them through emails, social media, or phone calls. These efforts help keep our customers connected and loyal to us. In the long run, these strategies prove beneficial for our business because loyal customers are always the main pillars of success for our products and services.

## **1 Up Sell Technique**

This technique is also used at this stage. It means selling a slightly more expensive or premium product or service to your existing customers. For example, if a customer comes to your store to buy regular shoes, you can show them shoes of better quality or with additional features. This way, the customer gets a better product, and both your sales and profit increase. While upselling, it's important to ensure that the customer is not forced to buy something they don't want.

## **2 Cross Sale Technique**

This technique is also used at this stage. It involves selling related products along with the customer's original purchase. This happens when you show the customer additional products related to the one they are buying. For example, if someone buys a mobile phone, you can also show them a mobile cover or earphones. This provides more convenience to the customer and increases your sales as well. Cross-selling is done by understanding the customer's needs and offering them the right products.

## **3 Next Sale**

This means encouraging the customer to return for future purchases. You give the customer such an experience that they want to come back to you again. For example, you can offer the customer a discount coupon for their next purchase. This makes the customer feel that they are getting some benefit, and they become excited to visit your store again. The next sale encourages long-term engagement with customers.

## **4 Referrals**

This means acquiring new customers through your existing customers. This happens when your customers tell their friends or family about your business and bring them to you. Through a referral program, you can reward customers when they bring in new customers. This makes your existing customers happy, and you also get new customers. Referrals also enhance your brand's reputation because people trust recommendations from their friends more.

# Challenges in Customer Funnel Development

Every customer is a new puzzle; solving it isn't easy, but it's not impossible either

The challenges in developing a customer funnel can be a major headache for businesses. First of all, grabbing people's attention is not easy. Nowadays, everyone is bombarded with advertisements on the internet. Therefore, your advertisement or message needs to be something special to catch people's eye. The second challenge is building trust. People only trust brands that seem reliable. For this, good reviews and positive customer feedback are crucial.

The third major challenge is reaching the right customers. Every product or service has its own specific customer segment, and reaching them can sometimes be difficult. The fourth challenge is motivating customers to make a purchase. It's true that just seeing or liking a product doesn't make it sell. It's important to convince customers that this product or service is beneficial for them. Then comes the challenge of retention. Once someone becomes a customer, keeping them and encouraging them to make repeat purchases is also an art.

Besides these, adapting to new technologies and trends in the digital world, understanding customers' changing tastes and preferences, and meeting their expectations are also significant challenges. All of these combined make customer funnel development a complex but crucial process that requires attention, dedication, and strategy.

It is also essential to understand why most businesses fail to develop a customer funnel, even though they know that creating a customer funnel can increase their sales by up to 10 times.

## 1 Lack of Understanding

First, many people do not fully understand what a customer funnel is. Creating a funnel is not just about building a website or showcasing a product. It involves understanding the customer's mindset, recognizing their needs, and offering them the right deal at the right time. This is a comprehensive process that requires market research, an understanding of customer psychology, and strategic marketing. Without diving deep into this, creating an effective funnel is difficult.

## 2 Lack of Resources

The second major issue is the lack of resources. Building a good customer funnel requires technical tools, marketing expertise, and a sufficient budget. To run such a funnel, you also need a strong and capable team. For small businesses or startups, gathering all these resources can be challenging. Often, due to this lack of resources, they are unable to attract and retain customers effectively.

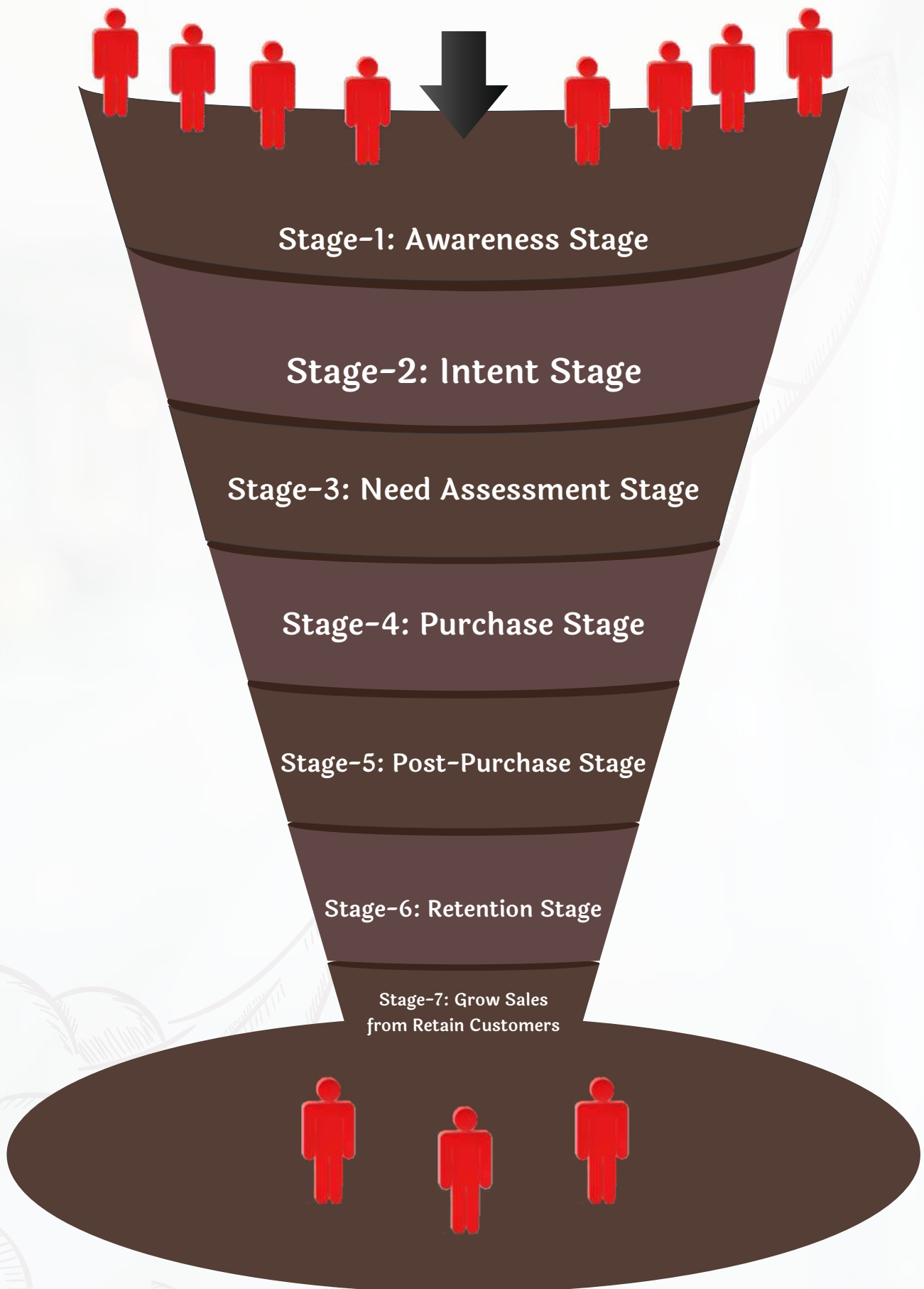
## 3 Lack of Planning and Strategy

The third aspect is the lack of planning and strategy. Many times, businesses start creating a customer funnel without any solid plan or clear strategy. This means that how they will reach the right customer, how they will motivate them to make a purchase—these things remain unclear. Without a clear direction and criteria, building and successfully implementing a customer funnel becomes difficult.

## 4 Resistance to Change

The fourth and final challenge is the reluctance to change. Many traditional businesses hesitate to adopt new digital technologies and marketing strategies. They stick to old methods, which are not as effective in today's digital age. Due to this reluctance, they fall behind in developing customer funnels.

# Flow Chart of customer Funnel



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