



# Boost Product Sales Worksheet

For more information visit: <https://jugteam.com/10-ways-to-boost-product-sales>



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## Mind Your Funnels to Boost Product Sales

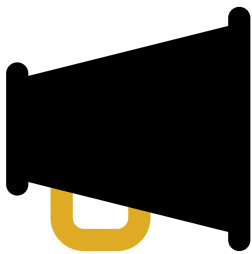
Evolved thinking about funnels can supercharge sales and marketing. There are numerous opportunities to boost product sales by tuning the performance of any one of the three funnels. In this worksheet we've repeated the actions for each funnel from the blog post. We've left space for you to capture your ideas as well.

## Key Ideas:

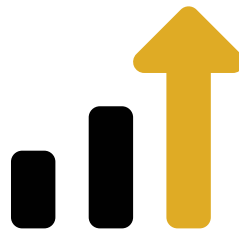
- Distinguish between suspects, prospects, and customers
- Expose more suspects to your products
- Smooth conversion of prospects to customers
- Turn customers into advocates

**Instructions:** Is exposure, conversion, or retention the biggest problem right now?

When working with a group, compare your answers. Which funnel does your organization struggle with the most?



### Exposure



### Conversion



### Retention

- Arm sales reps with effective collateral
- Implement an SEO strategy
- Improve advertising

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- Identify what prevents prospects from becoming customers
- Appeal to emotion in customer communications
- Add FAQs to give prospects more confidence when buying

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- Collect photos and video of your product(s) in use in order to share
- Conduct customer surveys
- Ask for testimonials

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## Moving Forward

What resources are needed? \_\_\_\_\_

Who else can contribute ideas? \_\_\_\_\_

How can we create a plan and implement it? \_\_\_\_\_

When does this need to be completed? \_\_\_\_\_

How will we measure success? \_\_\_\_\_



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