

# Creating a High-Value Sales Funnel

## 10 Point Checklist

**Marylou Tyler**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps you can take to take  
your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"We've condensed marketing concepts into a persuasive methodology, so that every conversation is meaningful."**

**MARYLOU TYLER**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

A simple sales system may not fit your business needs. Be sure to look at blending other modalities, like phone or email, and utilize the systems that work best for you.

Think about a billboard-it catches your attention. Your correspondence with leads has to feel that big, and it has to pull that same type of emotion.

Check out Marylou's new book, Predictable Prospecting, for more information on how to create killer sales funnels.

Create blocks in your schedule. When you set aside the time where you are just making phone calls or sending emails, you can become more productive and focused. Don't multitask during that time.

Show up with confidence. When you have confidence that your service or product is something that people can't live without, your potential leads will feel that passion, and will be hooked.

Stick with your generic sales system or email funnel at first. Once a lead has shown a high probability of closing, then move into a more personal approach and add more value.

Always consider if you are having a meaningful conversation before connecting with someone. Is what you are about to say adding value, and does it include an actionable step?

Practice connecting with leads before you do it. Work with a colleague and create scenarios that could come up if you were pitching your product. Be ready to move them through the pipeline.