

# The Predictive Power of Sales Funnels

Put money in, get contracts out. It's that simple!

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Are you tired of the unpredictability of sales? Don't know when leads are coming in? Struggling to set sales appointments? Don't know when you'll sign contracts?

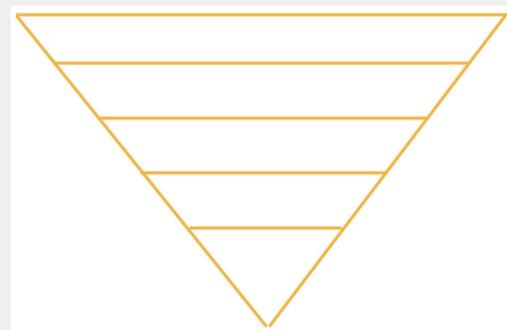
Take ownership of the most important money making activity in your business! A great business will never break through without sales. It is the lifeblood of your business.

Yet...many builders have no structured plan in place to ensure future sales. They work with agents and whatever buyers happen to fall squarely into their lap. There is no predictability or ownership into when or how often this happens!

What if that could all change? What if you could wake up on a Monday morning and know that you would generate 100 new leads that week! And, from those leads, your sales appointment calendar would always be full. With all of those sales appointments, you would be signing new lot reservations and design deposits. And, as a result of all of that, you would have a steady flow of new contracts rolling in month after month. Wouldn't that be amazing!?

Well, here's how you do it!

## The Vending Machine of Sales Funnels



Money in, contracts out



# The basics of sales funnels

## 1 Direct Traffic

Paid ads (Google, Facebook, etc)  
Organic ranking and SEO  
Google analytics to track #'s

## 2 Website Visits

Unique website visits (1st visit only)  
Track on Google Analytics

## 3 Registered Leads

Your website has one job:  
Gather name, email and phone #  
Hook/Freebie/Offer above the fold  
Short, free value grab for buyers

## 4 Sales Appointments

Virtual appointments  
Model home appointments  
Face to face with sales agent  
(more than just a phone call)



## 5 Reservations

Lot deposits and/or design deposits  
Signature and a check and you've got em  
Active Sales Pipeline

## 6 New Contracts

Predictable, guaranteed sales contracts  
Put money in, get contracts out  
Track conversions throughout funnel and sales  
becomes mathematical



**The more a funnel is funneling,  
the more fun it is to funnel**

PAULETTE SMITH



# Predictive Sales Funnels

A few questions to consider:

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What is your current means for generating new leads, sales appointments and contracts? Is it working for you, or do you want more?

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Does your current system allow for predictability of future leads and contracts?

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How could your business change for the better with a structured, predictable system in place that guarantees new leads and contracts? In what ways does this improve your future cash planning and profitability?

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- NOTES -

