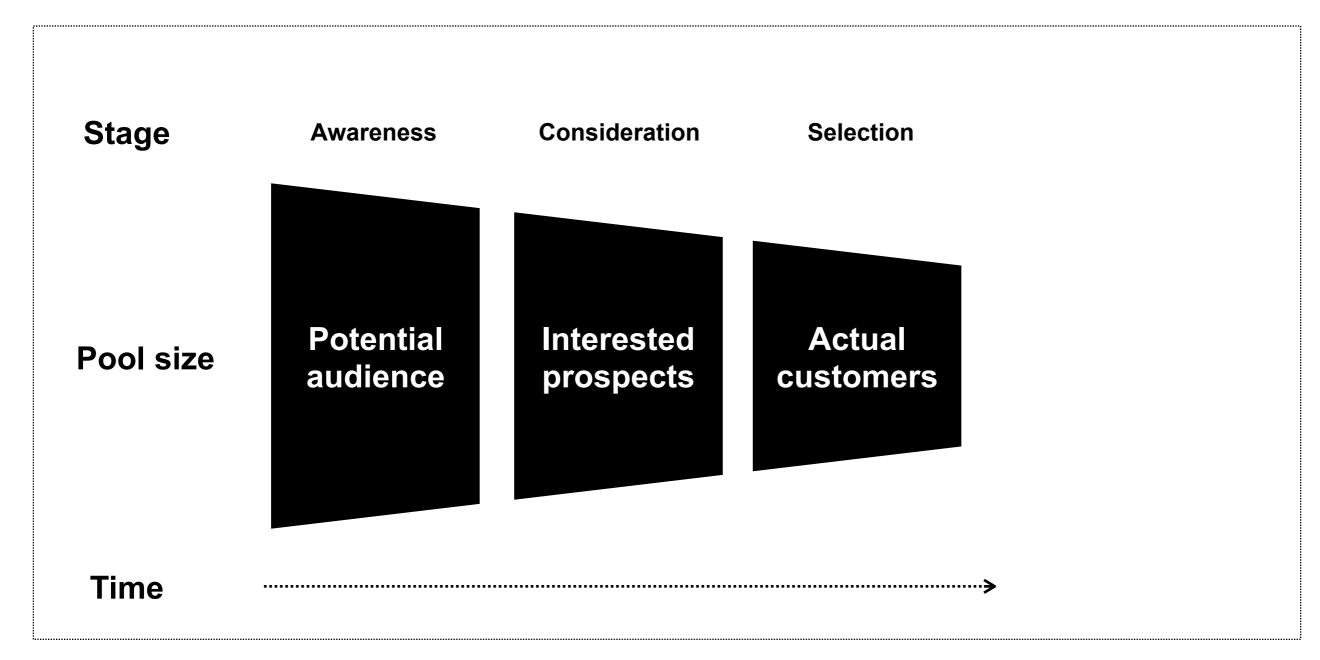
Sales Funnel

The "sales funnel" frames the basic structure of marketing and sales activities, providing a practical template for planning.



Source: <u>Hugh Dubberly and Shelley Evenson</u>