

# Design Sales Funnel & Pipeline Strategy

Objective:

Design a full sales funnel and pipeline strategy.

Business Context:

The company is struggling with low conversions and unclear pipeline structure.

Tasks:

- Map funnel stages (Awareness → Purchase)
- Define actions at each stage
- Identify bottlenecks and solutions

Deliverables:

- Funnel diagram
- Strategy explanation

KPIs:

- Funnel clarity
- Conversion logic

Evaluation Criteria:

- Practicality
- Analytical thinking