



Sales Funnel Training Program

Optimize the Journey, Maximize the Results

- Attract Qualified Prospects • Nurture Leads Effectively • Convert Opportunities into Revenue



Audience

Sales Funnel Mastery is designed for individuals and professionals who want to understand how to structure and optimize the sales journey from awareness to purchase. The training equips participants with practical knowledge on how to guide prospects through each stage of the funnel and increase conversion rates using proven sales and marketing strategies.

Ideal for:

- Sales professionals and sales executives
- Business owners and entrepreneurs
- Marketing professionals
- Business development managers
- Customer success professionals
- Startup founders and small business operators
- Digital marketers and social media managers
- Freelancers and consultants
- NYSC members and fresh graduates interested in sales and marketing
- Non-tech professionals transitioning into sales, marketing, or growth roles



Course Description

Sales Funnel Mastery focuses on teaching participants how to design, implement, and optimize a structured sales funnel that guides prospects from initial awareness to final purchase. The course provides practical insights into each stage of the funnel, including attracting prospects, nurturing leads, and converting opportunities into paying customers.

Participants will learn how to build an effective funnel strategy, identify bottlenecks in the customer journey, improve conversion rates, and leverage digital tools to automate and scale their sales processes for sustainable business growth.



Course Outline

- Module 1: Introduction to Sales Funnels
- Module 2: Understanding the Customer Journey
- Module 3: Awareness Stage – Attracting the Right Audience
- Module 4: Lead Capture and Lead Magnets
- Module 5: Lead Nurturing Strategies
- Module 6: Conversion Techniques and Closing Strategies
- Module 7: Sales Funnel Optimization and Performance Tracking
- Module 8: Automation Tools for Sales Funnels



Training Details

Duration: 1 day

Training Fee: N150,000





Thank you



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