

Sales funnel canvas

the *less is more* methodology

June 29th 2018
date

Appointment software
product/service
BonTIME
company

Prospects

People *who might* be interested in buying your product.

Number: **100**

Qualified leads

People *who match* certain attributes in the buying process.

Number: **10**

Deals won

People *who decided* to purchase your product.

Number: **5**

Opportunities

People *who have* expressed interest in buying your product.

Number: **20**

Demo

Qualified leads *to whom* you presented a live demo.

Number: **10**

Conversion Rate

My conversion rate:

$\frac{\text{Deals}}{\text{Prospects}} * 100 = \mathbf{5} \%$

Industry standard:

Conversion Rate : **7** %