# Sales Funnel

**Purpose:** This document outlines the customer journey through various stages of a sales funnel, helping to visualize engagement levels, conversion points, and overall marketing effectiveness.

## Overview

**Prepared by:** {preparedBy}

**Date:** {date}

**Funnel Name:** {funnelName}

## Funnel Stages

This section maps out the different stages in the funnel along with user counts and conversion percentages.

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Description** | **Leads Entered** | **Conversion Rate (%)** |
| {#stages}{stageName} | {description} | {leads} | {conversionRate}%{/stages} |

## Lead Sources

Breakdown of where leads originated from.

{#leadSources}

* **{source}:** {leadCount} leads

{/leadSources}

## Stage-Wise Notes

Key observations and actions for each funnel stage.

{#notes}

* **{stageName}:***{note}*

{/notes}

## Overall Summary

**Total Leads:** {totalLeads}

**Total Conversions:** {totalConversions}

**Overall Conversion Rate:** {overallConversionRate}%

## Recommended Next Actions

{#nextActions}

1. {action}

{/nextActions}

{#visualSummary}

## Visual Summary

Attach or reference chart: {chartLink}

{/visualSummary}