

What Should my Sales Funnel Look Like?

Define the Sales Funnel

The most common customer journey funnel looks like this:

Outreach/Advertising -> Website -> Phone/Email -> Relationship -> Nurture -> App -> Processing
-> Tour -> Move-in -> Referral

Your residents will follow one of a few paths to get from UNAWARE to MOVED-IN. Make this path as easy and delightful as possible. By answering these questions, you will create a clear path that will direct tracked lines, webforms and emails to the correct person/next step.

_____ - Who will do community outreach?

_____ - How often?

_____ - Who will answer the calls? And return any missed calls?

_____ - Who will respond to email?

_____ - Who will follow-up with interested leads?

_____ - Who will process the application?

_____ - Who will lead the tours?

_____ - Do you have your tour path defined?

_____ - Who will facilitate move-ins?

_____ - Who will give new residents a warm welcome?

_____ - Who will reach out to them two weeks after move-in to check-in?