

# Funnel Vision

The Sales Funnel is a proven representation of progress in the world of sales, and it is a common illustrative of the sales pipeline for management. However, the funnel has been useful among marketers in depicting the advancement of marketing opportunities, too.

Curiously, there has been scant consideration of a Sales & Marketing Funnel beyond the basic four elements of customer relationship building – Attention, Interest, Desire, and Action. Yet, in the world of B2B, it takes a combination of interacting sales and marketing tactics to drive sales. Together, sales and marketing are how B2B business is won!

Consider the following Sales & Marketing Funnel:



Too many B2B companies treat marketing – advertising, the website, brochures, even the budget – as a discrete line item. Yet, as the sales and marketing funnel reflects, the benefits of marketing and sales strategies, especially when the buying cycle is long, are too interwoven to attribute specific contributions.

More importantly, there's no need for a commercial enterprise to create artificial marketing and sales silos. By expanding management's "funnel vision," the interactivity between the two, or better yet, the synergies created by an integrated sales and marketing approach, give companies a competitive edge, speed the sales process, and improve sales funnel throughput.

As always, if you have a specific marketing issue or question, contact me at ITA Fleet Communications, Phone: 610-585-0801, Email: [EdPierce@ITAfleetcommunications.com](mailto:EdPierce@ITAfleetcommunications.com).

*With decades of B2B sales and marketing success, Ed has served fleet product and service providers with strategic plan-related market research and integrated sales & marketing programs that significantly increased market penetration; brand management that markedly improved both awareness and positioning; and B2B sales support that helped sales exceed plan year in and year out.*

*Ed now leads ITA Fleet Communications – a fleet-focused consulting firm helping excellent product and service providers achieve excellent results through innovative and effective integrated sales and marketing.*