Direct Selling Customer Acquisition Funnel Builder

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A funnel-building guide for organizing lead generation, follow-up, customer conversion, and retention in direct selling.

What this guide covers

- Map stages from first contact through follow-up and customer support.
- Plan useful lead resources and communication for each stage.
- Consider loyalty, referrals, and ways to review funnel performance.

Who this is for

For direct sellers and team leaders organizing customer acquisition activities.

Putting the ideas to use

Map a current customer journey and identify clear, respectful next steps at each stage.

Book details

Format: Guide. Pages: 15. Words: 794.

Download availability: After payment, download the complete ZIP package or the included PDF separately.