

# Brokerage Sales Funnel

## Brand awareness

- Create and deploy online ads
- Deliver content marketing
- Send email campaigns

## Gauging interest

- Provide valuable information to prospects
- Lead qualification and nurturing activities
- Build trust

## Sales quote request

- Understand the client's requirements
- Offer tailored solutions
- Provide sales quote/ business proposal

## Options presentation

- Conduct sales presentation with service options
- Address any concerns and overcome objections

## Purchasing decision

- Negotiation (finalizing terms and agreements)
- Deal is won or lost
- Complete the necessary paperwork or online transactions

# Brokerage Sales Funnel

