

SaaS Sales Funnel

Awareness of SaaS product

- Deliver content and social media marketing
- Create online ads and conduct cold calls

Interest in the product

- Lead qualification and nurturing activities
- Engage to share more information

SaaS product demo

- Conduct product demo
- Deliver sales pitch

Business proposal

- Creation of business proposal that outlines pricing, contract terms, and other information

Consideration

- Overcoming objections by answering questions
- Address pricing negotiations

Purchasing decision

- Deal is won or lost
- Conduct onboarding activities and collect payment

Client renewal

- Secure client renewal with customer service activities
- Upsell or cross-sell opportunities

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decision**

**Client
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