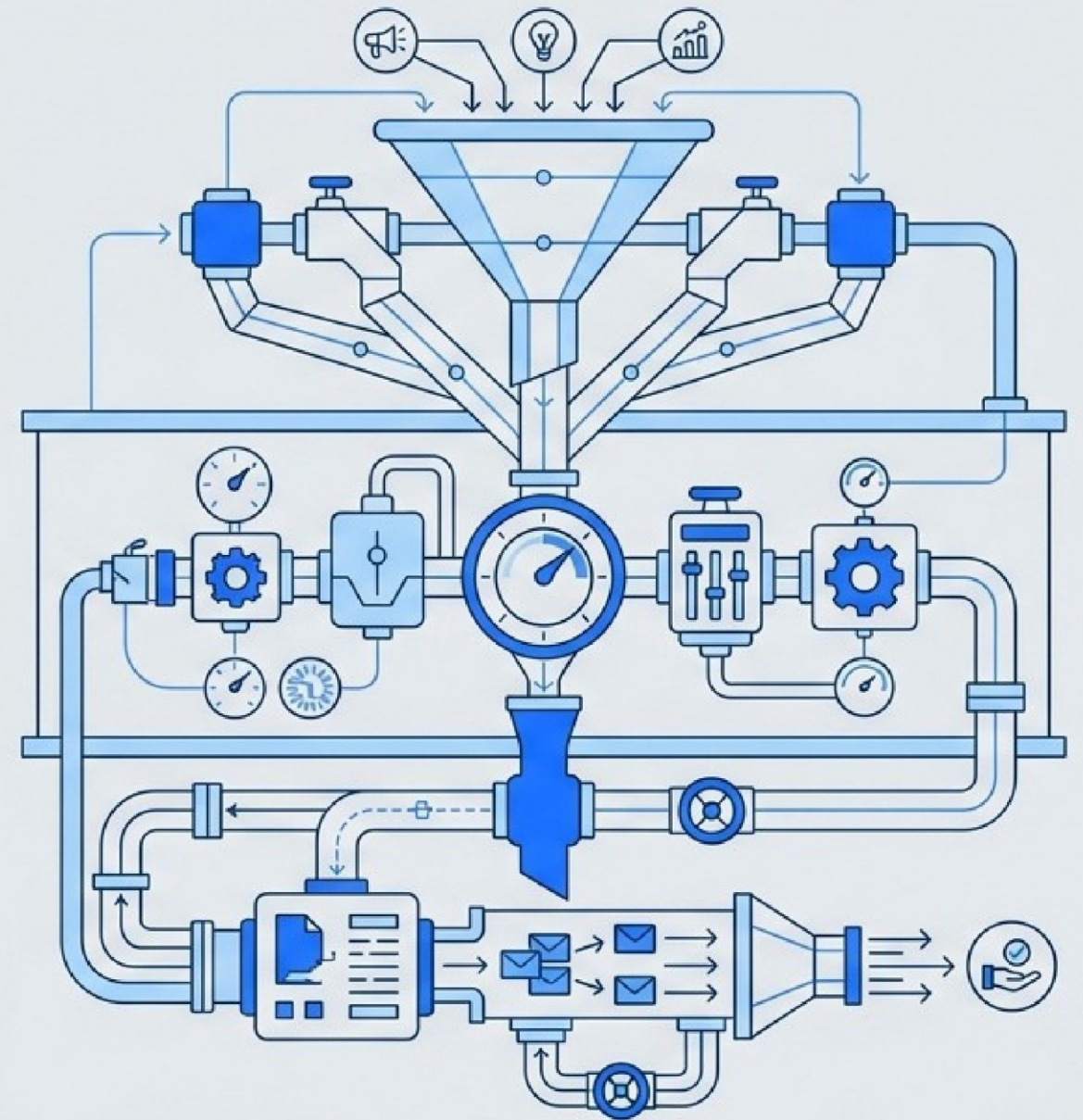
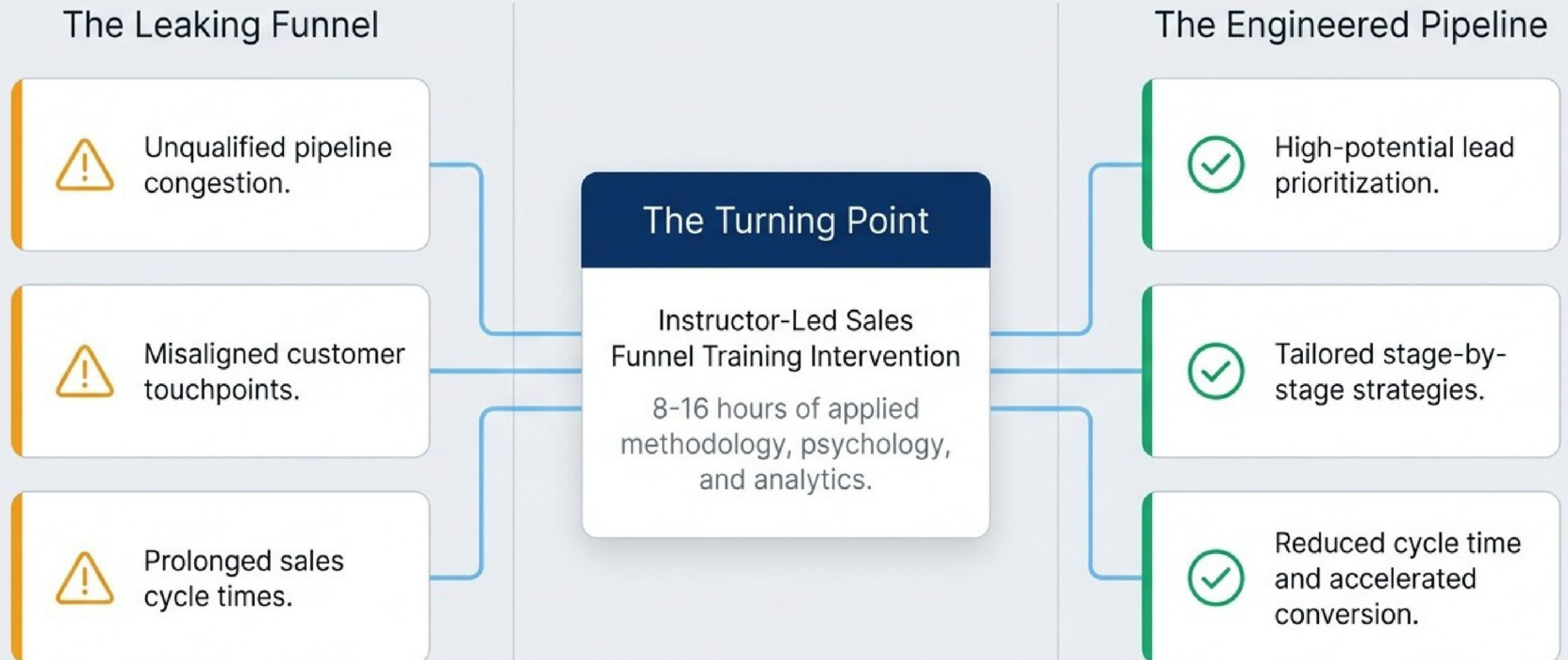


Corporate Sales Funnel Training

Equip your teams with the skills to effectively manage and optimize the sales process—enhancing lead conversion, customer engagement, and overall revenue growth.



The Capability Activation Curve



Course At-a-Glance

Executive summary of logistical commitments and delivery architecture.



8 - 16 hrs

Course Duration



Instructor-Led

Interactive Group Training



Any Environment

Virtual, On-site, or Off-site Delivery



100+ Countries

Delivered natively in 10 languages

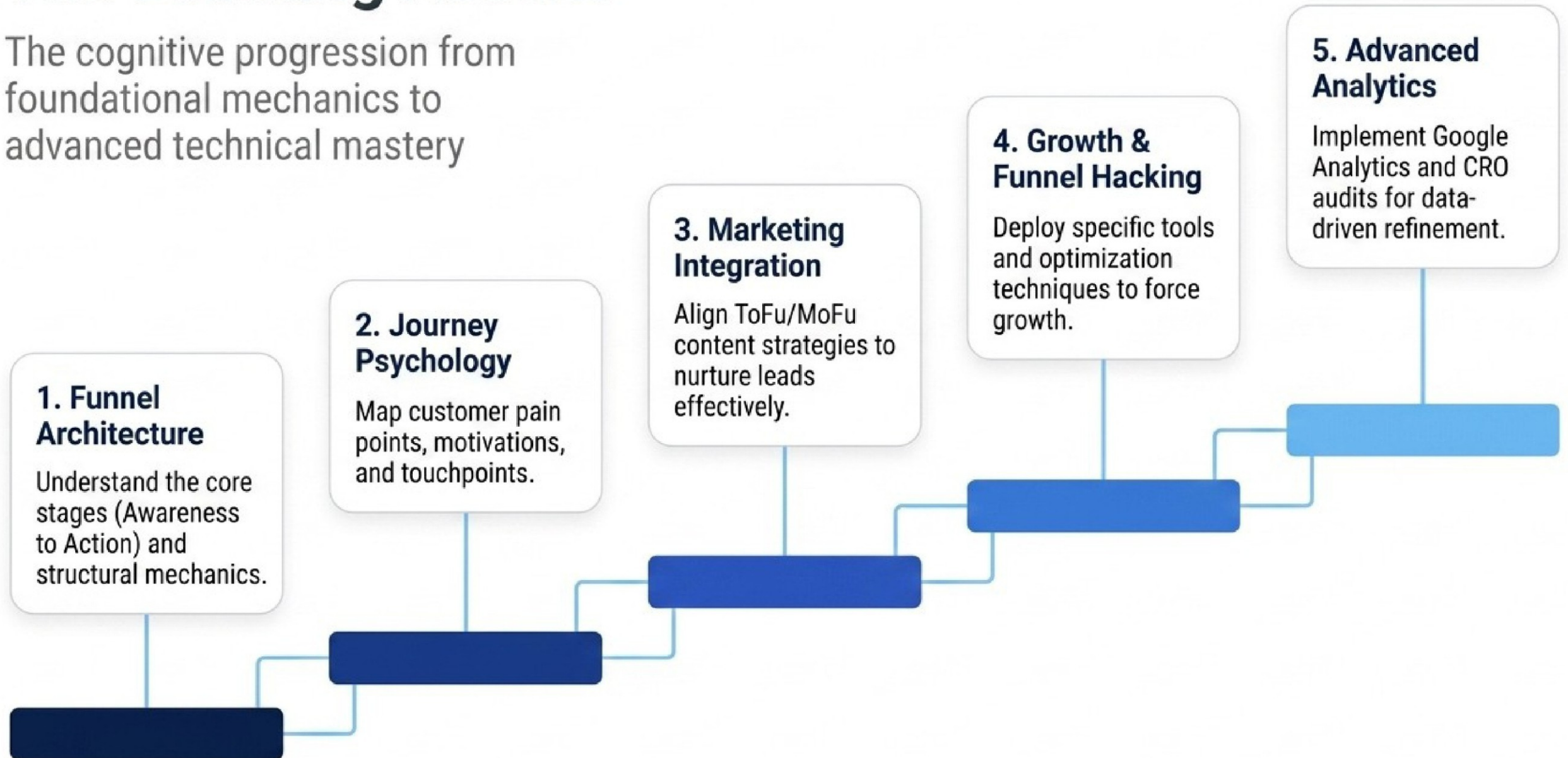


Edstellar Certified

Verified Certificate of Completion

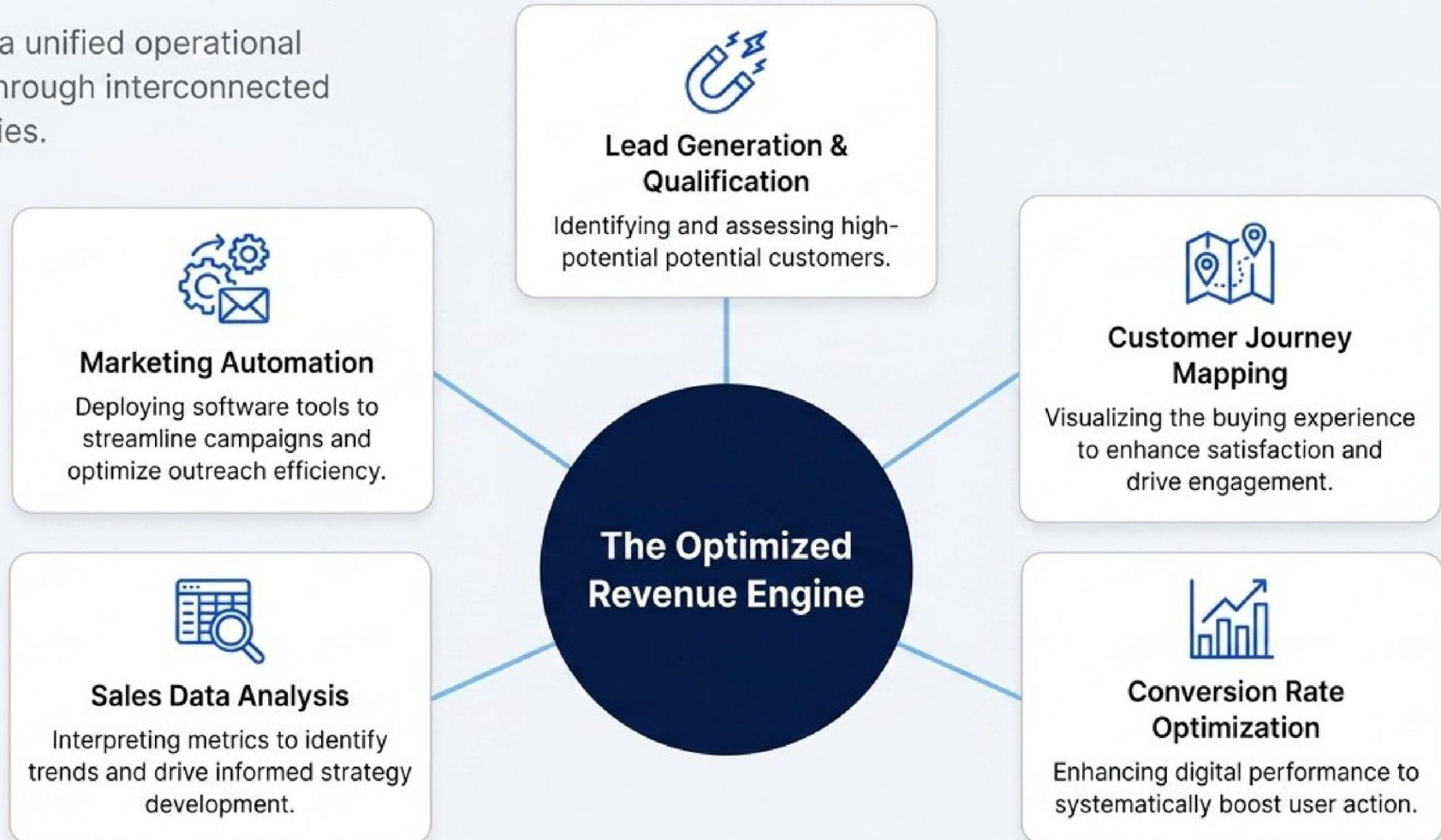
The Learning Ascent

The cognitive progression from foundational mechanics to advanced technical mastery



The Skill Ecosystem

Building a unified operational engine through interconnected capabilities.



Cross-Functional Alignment

Aligning multi-departmental expertise around a single operational framework.

The Marketing Engine

Who:

Digital Marketing Specialists,
Product Marketers, Marketing
Analysts, Marketing Managers,
Lead Generation Specialists.

Why:

Translating campaign data into
qualified pipeline velocity.



The Sales Engine

Who:

Sales Representatives, Business
Development Executives, Inside
Sales Specialists, Sales Engineers,
Account Executives, Sales
Managers, Customer Success.

Why:

Converting nurtured awareness
into closed revenue and retention.

Curriculum Phase 1 — Build & Map

Establishing the foundational architecture and psychological drivers.

Module 1 — Introduction to Sales Funnels



- Defining the funnel's strategic importance.
- Step-by-step framework for building a business-specific funnel.
- Selection of core tools for funnel architecture.

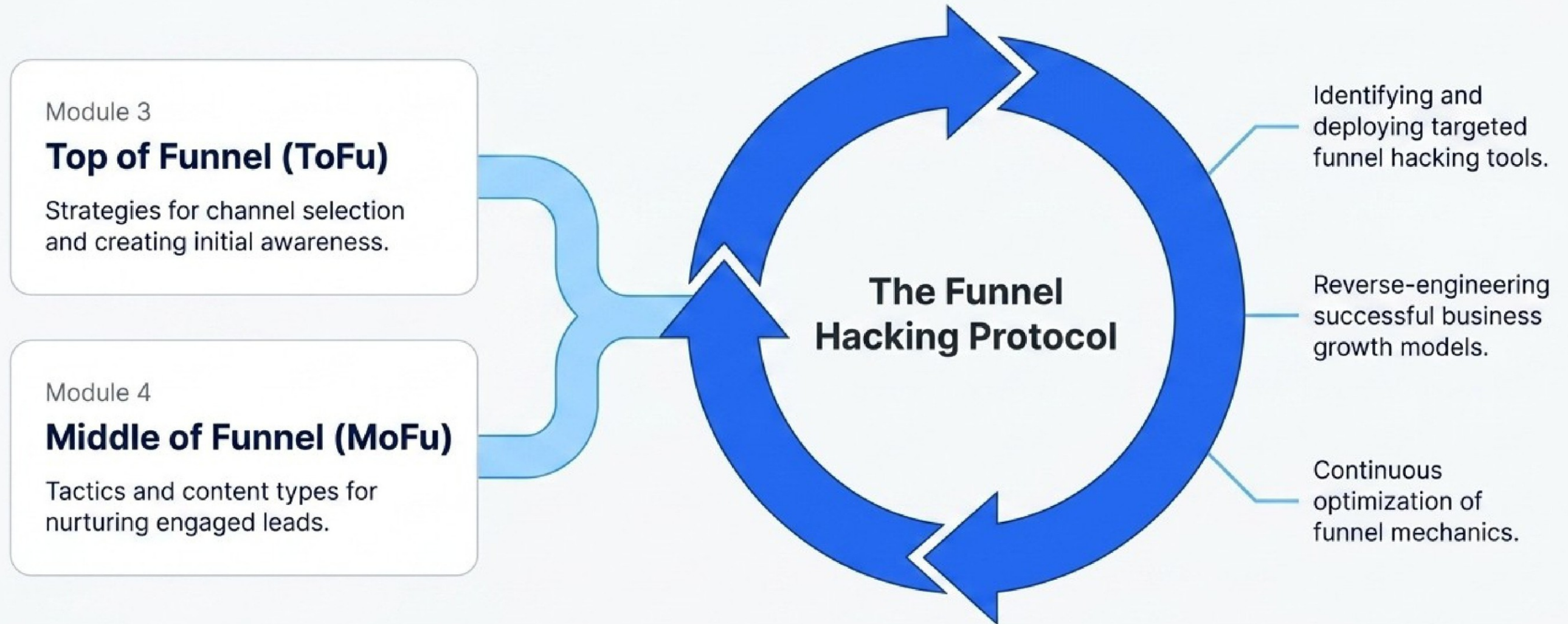
Module 2 — Building the Perfect Customer Journey



- The psychology of pain points and purchasing motivations.
- Mapping the journey systematically.
- Deploying and customizing Journey Map Templates.

Curriculum Phase 2 — Optimize & Hack

Tactical execution and continuous optimization loops.



Curriculum Phase 3 — Convert & Measure

Rigorous measurement and data-driven analytical refinement.



Module 5 — Conversion Rate Optimization (CRO)

Mastering essential CRO terminology.

Executing comprehensive, step-by-step CRO audits.

Deploying advanced techniques for friction analysis.



Module 6 — Analytics Integration

Setting up Google Analytics specifically for funnel tracking.

Configuring goal and event triggers.

Measuring campaign success and integrating secondary tools.

Business Outcomes & ROI

Translating learning milestones into tangible operational achievements.

Optimized Lead Focus

Prioritize leads based on their specific funnel stage to maximize team focus on high-potential prospects.

Continuous Data Refinement

Utilize hard data insights to continuously refine and enhance the overall sales funnel for better outcomes.

Behavioral Alignment

Design tailored sales strategies for each distinct funnel stage to perfectly align with customer needs and buying behaviors.

Velocity & Efficiency

Execute structural improvements to transition leads more efficiently, significantly reducing overall sales cycle time.

Global Delivery Matrix

Flexible logistical deployment options for enterprise workforce configurations.



Virtual Live

Expert-led live sessions delivered anywhere.

- ✓ Standardized content for global consistency.
- ✓ Join from own workspace (zero travel).
- ✓ Highly scalable for large, distributed groups.

[Enquire now →](#)



On-site Face-to-Face

Immersive, instructor-led learning at your office.

- ✓ Tailored setup to your workplace tools.
- ✓ Group exercises drive immediate team collaboration.
- ✓ Live demos and hands-on practice.

[Enquire now →](#)



Off-site Face-to-Face

Focused group learning away from distractions.

- ✓ Hosted at a preferred venue.
- ✓ Built-in activities for team bonding.
- ✓ Uninterrupted schedule for maximum retention.

[Enquire now →](#)

Scalable Enterprise Licensing

Flexible purchasing options tailored for teams of every size.

Starter

120 Licenses

64 hours of group training
(VILT/On-site)

Tailored for SMBs

Growth

Most Popular

320 Licenses

160 hours of group training
(VILT/On-site)

**Ideal for growing,
mid-market organizations**

Enterprise

800 Licenses

400 hours of group training
(VILT/On-site)

**Designed for large
corporations**

Custom packages available for unlimited licenses and duration.

Executing global workforce transformation at the highest standard of quality.



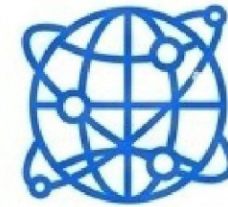
Vetted Global Trainers

Drawn from a worldwide network with deep industry expertise for practical impact.



Proven Global Quality

ISO 9001:2015 and ISO 27001:2022 certified standard of delivery.



Multilingual Delivery

Capability to deliver training natively across 100+ countries in 10+ languages.



Industry-Relevant Curriculum

Built by active experts to match the rigorous demands of today's market.



Fully Customizable

Every program architecture can be tailored specifically to your organization's goals.



Comprehensive Support

End-to-end managed training services, including pre- and post-session support.

Proven Success & Impact

Measurable operational ROI validated by global enterprise leaders.

“

Mastering industry best practices has become crucial. I've successfully implemented these advanced techniques in production environments with **"measurable impact"**.

Carol Gilbert

Principal Marketing Strategist,
Sales Technology Platform

“

Understanding advanced methodologies proved invaluable. We delivered a high-visibility enterprise project '**two months ahead of schedule**'.

Zhang Min

Lead Growth Marketing Manager,
Sales Enablement Platform Provider

“

Significantly enhanced our delivery capacity. We **reduced operational costs by 40%** while simultaneously improving service quality standards.

Subramaniam Joseph

Lead Customer Experience Manager,
Sales Performance Company

Build Your Custom Training Proposal

1

Download the training requirement template.

2

Select participant volume and delivery mode (Virtual/On-site/Off-site).

3

Upload to our portal to receive a customized enterprise quote.

Email: contact@edstellar.com

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