

The Ski Slope Funnel - Worksheet

The Ski Slope Funnel is a way to map a potential customer's route to sale - imagine it as a skier descending down a mountain. Starting at the top of the funnel, list all of the potential touch-points by which a customer can become aware of your business - then do the same for Understanding, Relationship and Sale. Once you have mapped your touch-points, see if you can establish patterns (based on previous clients) and connect routes through the funnel. Use green to represent the easiest route to sale, then map blue and red, with increasing difficulty and finishing with black, representing the most difficult route. Your finished piste map should help you to identify repeat routes to sale and emphasise areas where you should focus your marketing efforts.

