



Better understanding why advertisers vanish and/or do not communicate back with you.

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The Sales Consideration Funnel



Instead... most sales reps see it this way....
Here is our circulation.
Here is our price.
Don't you want exposure?
More exposure = more money to you.

What can I do to better understand the funnel?
How can I change my patterns to better focus on these needs?
How can I do this via voice mail and email?