

NON-ICK
sales funnels
**ETHICAL, EFFECTIVE,
& EMPATHETIC**

UPCOMING CLASS

Productivity for ADHD (and ADHD-ish) Business Owners

WITH AMBER HAWLEY

October 8th
9-10 AM PST



Learn about Amber at amberhawley.com

SALES FUNNELS **DEFINED**

A sales funnel is a **reflection of your sales process** in the online space.

MY PASSION

I started my business to show people another way. **Ethical, honest.**



Note: I'm the only woman. Side-eye is appropriate.

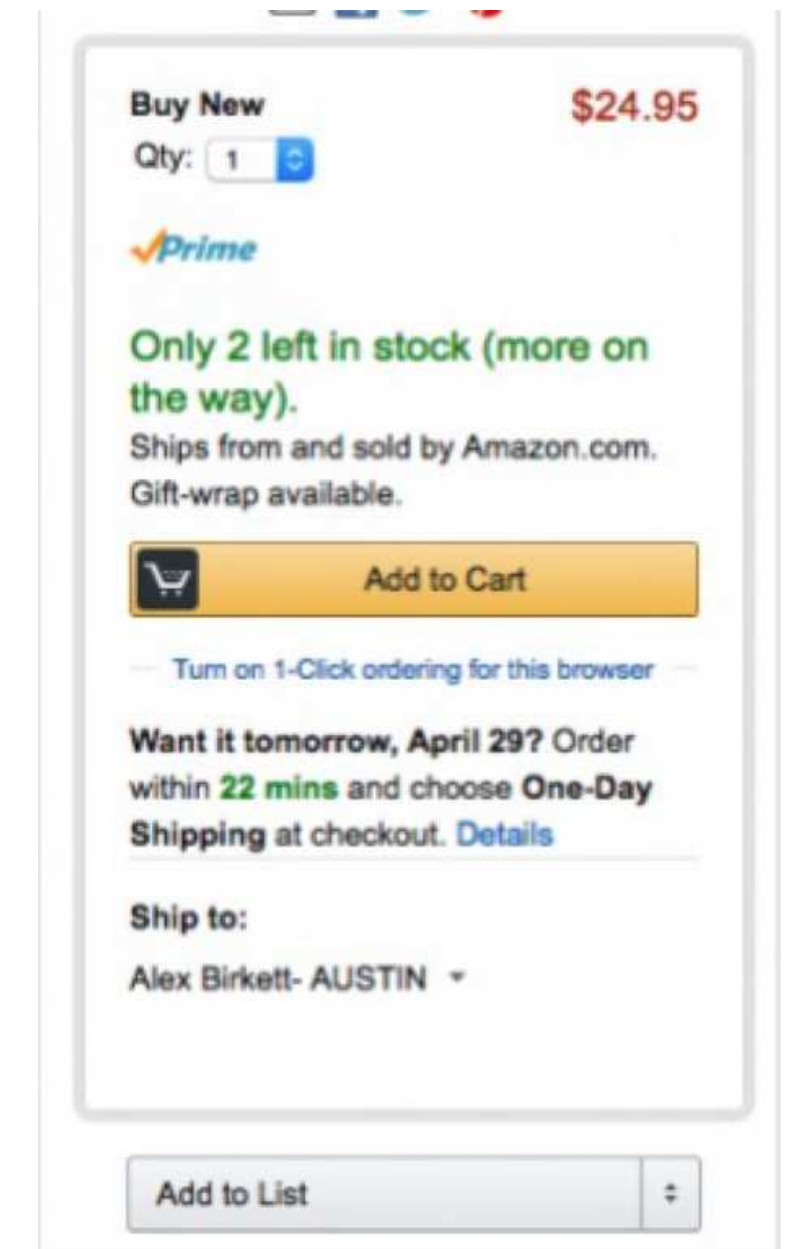
RISE OF THE ICK

How sales funnels are/were taught...

- **Manipulative tactics** (e.g., false scarcity, pressure selling)
- **Over-automation** leading to impersonal experiences
- **Prioritizing short-term gains** over customer well-being



These can be true, or they can be manipulated to generate false scarcity.





FALL OF THE ICK

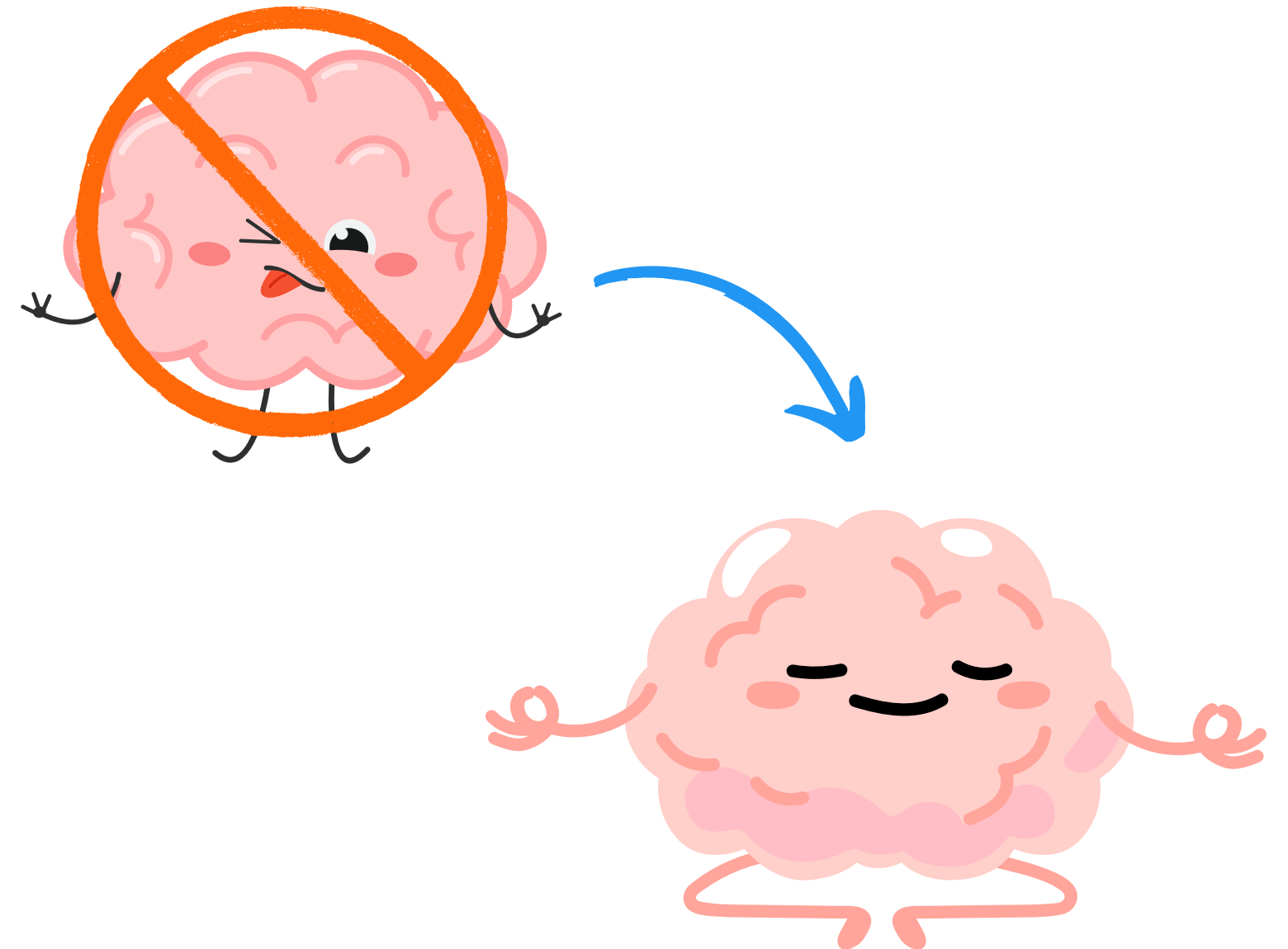
Pandemic = Crash Course in Online Buying

- **Shift in consumer behavior and expectations:**

- Increased access to information
- Growing desire for transparency and authenticity
- Rise of conscious consumerism

- **Impact of authenticity on business success:**

- Building trust and credibility
- Improving customer loyalty and retention
- Positive word-of-mouth and brand reputation



CUSTOMERS ARE SMART

Authenticity and trust *sells*.

86% of consumers say that **authenticity is important** when deciding what brands they like and support.

STACKLA/NOSTO

94% of consumers are likely to be **loyal to a brand** that offers complete **transparency**.

LABEL INSIGHT

Brands that are perceived as authentic have a 2.5x **higher chance of being recommended** by consumers.

STACKLA/NOSTO

SALES FUNNEL MYTHS

Myth #1: The more aggressive the pitch, the better the results.

Reality:

Aggressive pitches often lead to customer distrust and high refund rates.

Reflect:

Compare long-term customer value of soft-sell vs. hard-sell approaches.

SALES FUNNEL MYTHS

Myth #2: "You need to create false scarcity to drive sales."

Reality:

This is starting your work *based on a lie*.

What to Do Instead:

Focus on genuine, value-based reasons for timely action.

SALES FUNNEL MYTHS

Myth #2: "The customer should always be pushed towards a sale."

Reality:

You are NOT for everyone.

The timing may not be right for them.

What to Do Instead:

Provide value at every stage, whether it leads to an immediate sale (or a bigger sale) ... or not.

PRESSURE PROBLEM

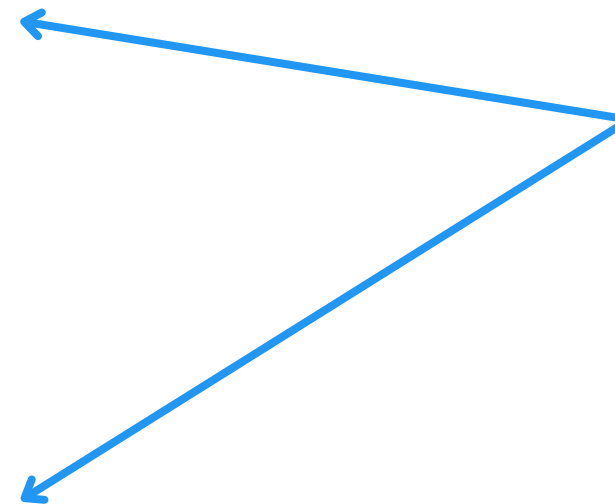


Relentlessly pushing too hard leads to resistance.

Lower conversion rates.

Pushy tactics erode trust.

If you want to retain customers ...
don't always push for more.



These are old-school tactics out of sync with modern consumers.

It's all about balance...
because you're still in
business to sell.

Consistency is queen.



CUSTOMER-CENTRIC MARKETING

Value-first Marketing

Value first, sales later.

Examples:

Content marketing (blogs, videos, etc.) that offers insights, help, and value to your customers.

Newsletters that provide helpful information.



CUSTOMER-CENTRIC MARKETING

Relationship-based Selling

Building genuine connections with colleagues, customers, and leads.

Examples:

Use a Client Relationship Manager (CRM) that tracks interactions and information so you can follow up with a personal touch.

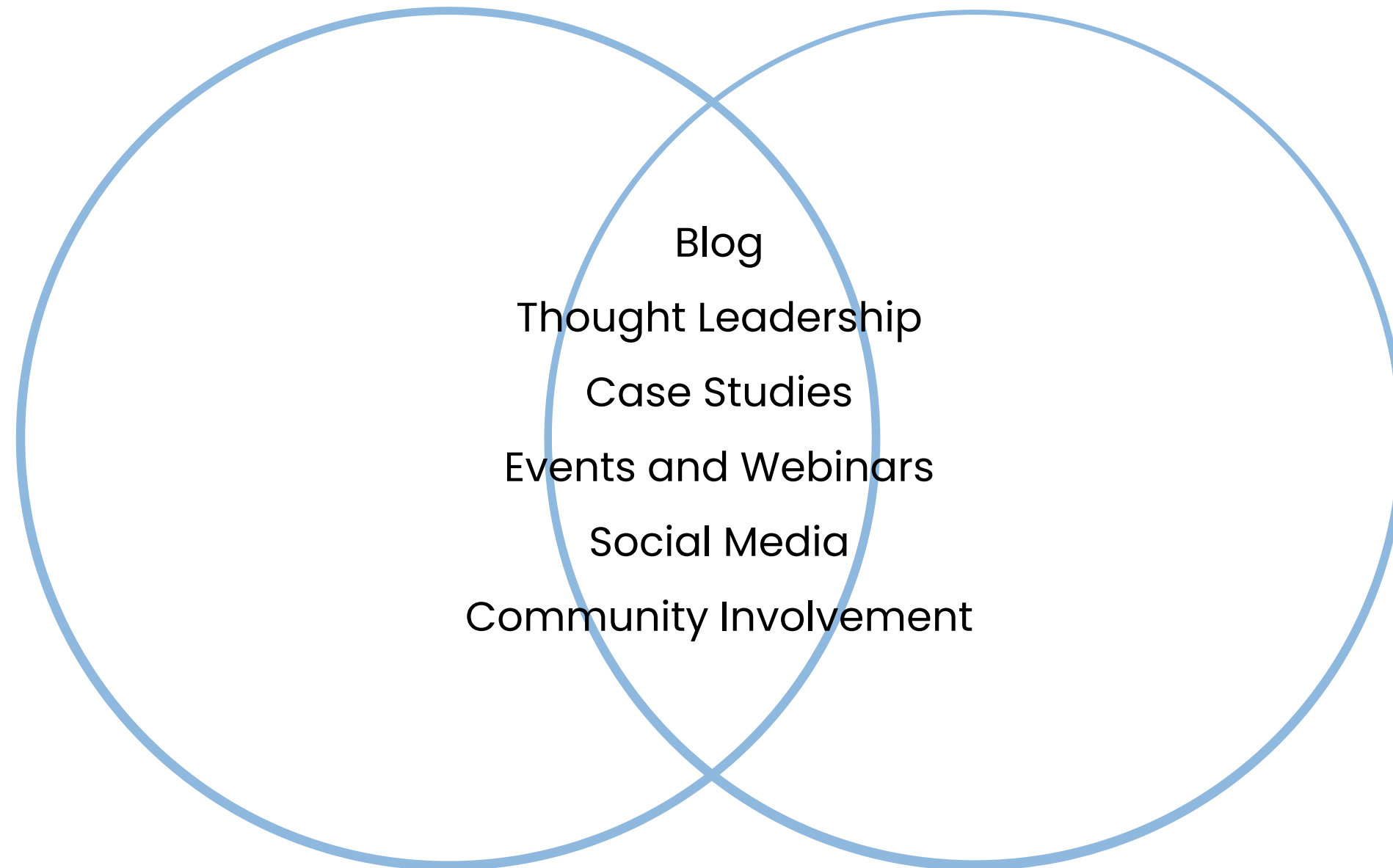
Conduct research-based outreach.

Segment and personalize communication as much as possible.

EDUCATIONAL MARKETING

EMPOWERMENT > MANIPULATION

Expertise



Selling

MARKETING TRAINING

exercise #1

LOOK

Review your sales funnel
(e.g., lead magnet, landing
page, offer, other
marketing materials)

www.womenconquerbiz.com

What do you see?

Are there any elements that could be
perceived as pushy?

Are you unsure?

discuss
HOW DID IT GO?

THE ETHICAL SALES FUNNEL

WHAT IS IT?

EXAMPLES

Being open and honest about your products, services, and processes

TRANSPARENCY

- Clear pricing
- Honest product descriptions
- Upfront terms and conditions

Prioritizing the delivery of value before asking for a sale

VALUE-FIRST

- Helpful content (address pain points)
- Free resources or tools
- Education > pure promotion

Allowing customers to make informed decisions without pressure

CUSTOMER AUTONOMY

- Easy opt-out options
- Comparison w/competitors (if appropriate)

Focusing on long-term customer relationships rather than one-time sales

GENUINE RELATIONSHIPS

- Personalized communication
- Excellent after-sales support

Using persuasion methods that are honest and respect the customer's best interests

ETHICAL PERSUASION

- Real customer testimonials
- Scarcity based on reality
- Reciprocity: provide real value before asking for a purchase



We believe
we can all make
a difference.

Our way: Exceptional quality.
Ethical factories. Radical Transparency.

TRANSPARENCY

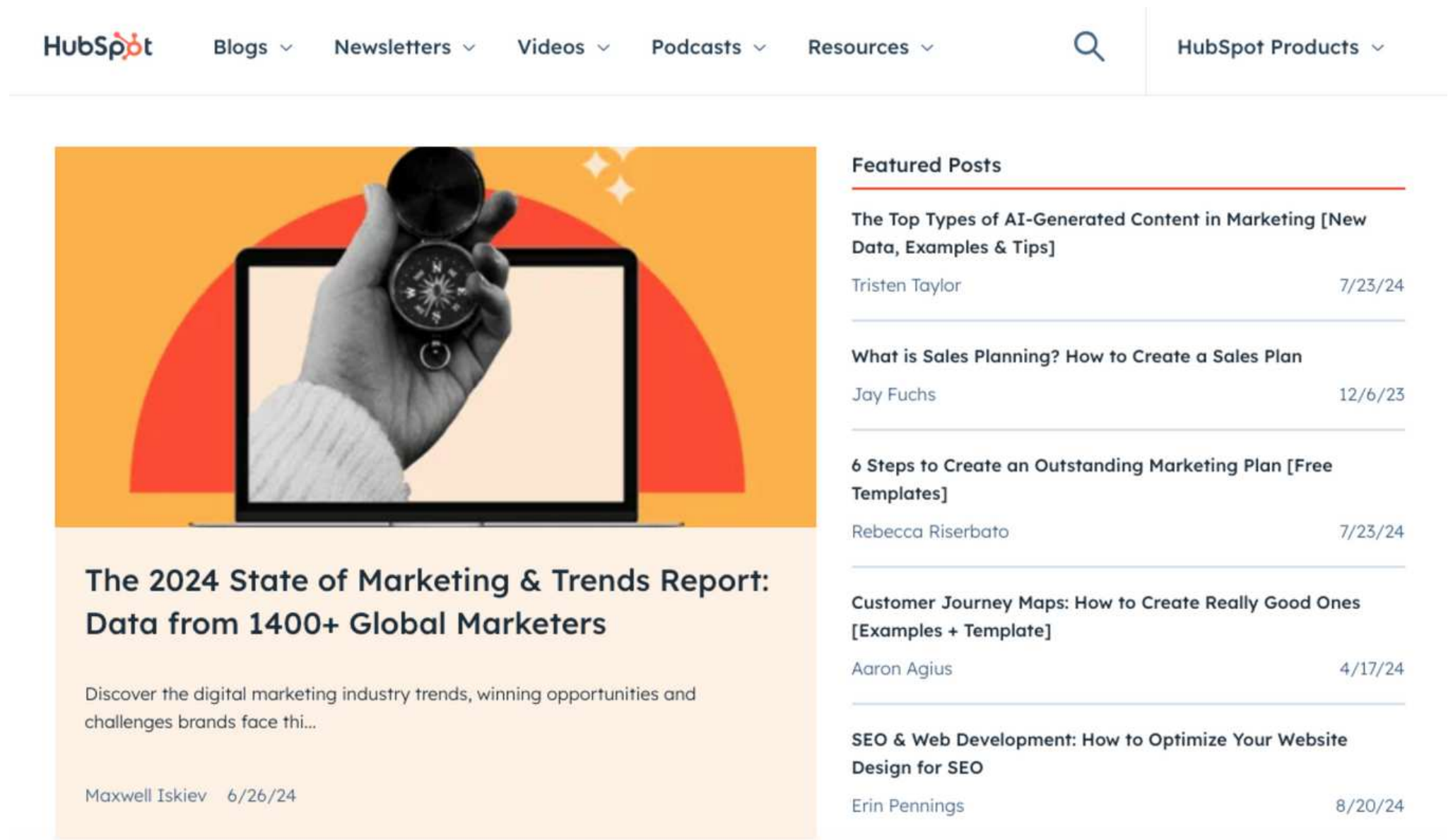
Everlane's "Radical Transparency"

At Everlane, we want the right choice to be as easy as putting on a great T-shirt. That's why we partner with the best, ethical factories around the world. Source only the finest materials. And share those stories with you—down to the true cost of every product we make. It's a new way of doing things.

We call it Radical Transparency.

VALUE FIRST APPROACH

Hubspot offers an extensive free CRM, and an amazing blog and templates for marketers.



The screenshot shows the HubSpot website header with navigation links for Blogs, Newsletters, Videos, Podcasts, Resources, and HubSpot Products. A search icon is also present. Below the header, a featured article titled "The 2024 State of Marketing & Trends Report: Data from 1400+ Global Marketers" is displayed. The article includes a sub-headline, a brief description, and the author's name and date. To the right, a "Featured Posts" section lists four additional articles with their respective authors and dates.

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GENUINE RELATIONSHIPS

Chewy.com sends condolence cards after pet loss.

Compassionate Pet Company Sends Moving Gifts to Grieving Pet Parents: 'We Are Part of Their Families'

Pet parents suffering a loss are amazed by the company's unsolicited acts of kindness

By **Nancy Dunham** | Published on February 14, 2017 01:05PM EST



PHOTO: COURTESY SHEREE FLANAGAN

ETHICAL PERSUASION

Patagonia: Don't buy this jacket (2011)

Encourages conscious consumerism.



exercise #2
**GROUP
DISCUSSION**



- **Awareness:** How to attract attention ethically?
- **Consideration:** What value can you provide to educate and empower?
- **Decision:** How can you present your offer without constant pressure?
- **Post-purchase:** How will you nurture the relationship?

discuss
HOW DID IT GO?

BEYOND CONVERSIONS

Measuring Your Success

Customer Lifetime Value (CLV)

- The total worth of a customer over the entire relationship
- **Why it matters:** Encourages focus on long-term relationships rather than short-term gains

How to measure: (Average Purchase Value × Average Purchase Frequency Rate) × Average Customer Lifespan

Customer Effort Score (CES)

- Measures how easy it is for customers to do business with you
- **Why it matters:** Lower effort leads to higher customer loyalty

How to measure: Survey customers after interactions with "How easy was it to handle your issue today?" on a scale of 1-7

Customer Retention (CES)

- Percentage of customers you retain over a given period
- **Why it matters:** Acquiring new customers is more expensive than retaining existing ones

How to measure: (Customers at End of Period - New Customers Acquired) / Customers at Start of Period × 100

Before Purchase: look at engagement (email open rates, content sharing, time spent on site)

**SEE YOU
NEXT TIME**



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THANK YOU