

How to Build a Robust Sales Funnel



Turning Leads into Customers

JULY 23 | 9:30 - 11:00 AM | HYBRID

A sales funnel is the structured journey that transforms a prospect into a loyal customer.

In this workshop, you'll discover how to place community marketing at the heart of your strategy.

Learn to drive demand for your sales teams while creating valuable content for customers and prospects by implementing a Community Led Growth (CLG) marketing approach.



Register at
bit.ly/ciesbdcevents



Matt Bennett

Marketing advisor with 20+ years in enterprise software, specializing in Go To Market strategies that align marketing and sales.

At Salesforce, Matt built the sales process and competitive intelligence function, contributing to over 50 acquisitions, including Radian6 and Mulesoft.

He also led The CMO Club, enhancing operations and scalability. Matt's strategic & collaborative approach ensures consistent success.



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