



IT’S TIME TO UPDATE YOUR SALES FUNNEL

Offering customers self service options is smart business

 **Partywinks**
Customer Self-Service Software

Sales funnels focus on making phones ring, and of course, ringing phones have been the lifeblood of business for years, but as times change, it’s time to rethink the central role of phone numbers in your sales funnel.

Why? Because people shop and buy differently now. More than ever, seconds count, and people use phones to make fewer calls. Because a ‘yes’ is yet to be money in your account, the tools and choices you offer prospects at the moment after a ‘yes’ determine if sales are won or lost. Winning the ‘yes’ is just the first step. This is why Amazon, Walmart, and other savvy companies invest heavily in instant gratification tools; they know the order is won or lost online, and winning this moment is the priority today.

Immediately after the consumer says yes, their thinking instantly changes from who, what, and where to ‘How can I get this?’ That is where the danger lies, and the opportunity.

The danger is the time gap from thinking yes once a consumer gets what they want. This gap is the central issue. The process from wanting to getting is the most crucial step in your sales process. In the old days — just a few years ago — people would call, agree to be put on hold, leave voice messages, and sometimes even drive over to leave a check. The pandemic changed all that. Patience is out the window, and your customers live and

breathe online expecting instant gratification. If they can’t get it from you, that’s the danger.

What to do? Here’s the plan and the opportunity: replace phone numbers with customer self-service options in your sales funnel. Reduce the need for phone calls and instead channel online traffic to real-time self-service options. Let them book, shop, pay, and inquire on their own schedule whenever they want. This is the smart strategy in 2023. We used to call this striking while the iron was hot. Now we call it using new technology to improve your competitive advantage.

Bowling centers focusing on parties and entertainment are ideal for customer self-service options. Many already encourage guests to book their parties, bowling packages, open play time, and lessons online. However, most bowling centers offer no online conveniences, which opens the door for other entertainment options that feature better and faster conversion tools.

The customer self-service approach is suitable for your staffing issues, too. When guests do things for themselves, fewer routine tasks end up on someone’s desk for followup. Customers do it all by themselves! Bookings are made, payments processed, and receipts and staff notices sent, all automatically. It’s the new way business is done.●