Farm Sales Funnel Worksheet

A worksheet for mapping how customers move from first hearing about the farm to buying and returning. Helps owners find where people drop off. Review it each year and update it as the farm changes.

Farm / unit: _____ Date: _____ By: _____

Product and target customer _____

Ways people first hear of you _____

Steps before the first purchase _____

Barriers that stop buyers _____

First purchase offer _____

Follow up message _____

Reasons to buy again _____

Ways to track results _____

Changes to test next _____

NOTES / CALCULATIONS

TIP Write down real examples of how recent customers found you and start your map from those stories.