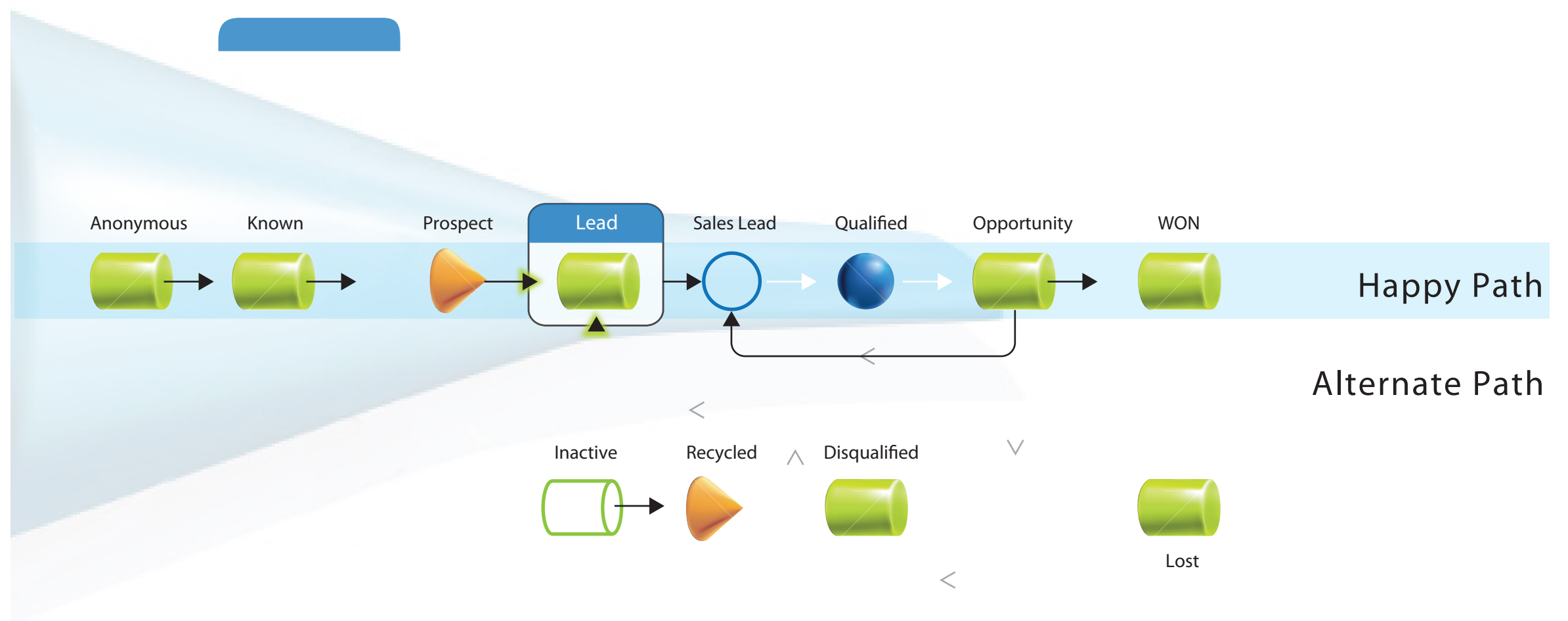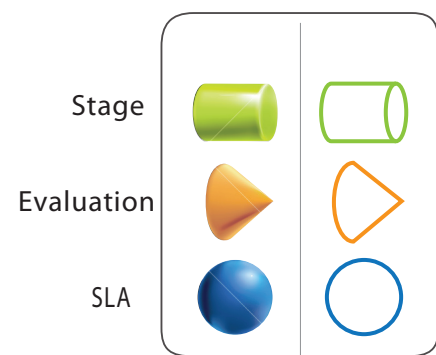# concept 1: FUNNEL

pro: very clear concept
denotes calm, orderly process
super clean layout

con: overdone, ordinary
stagnant image; not very dynamic
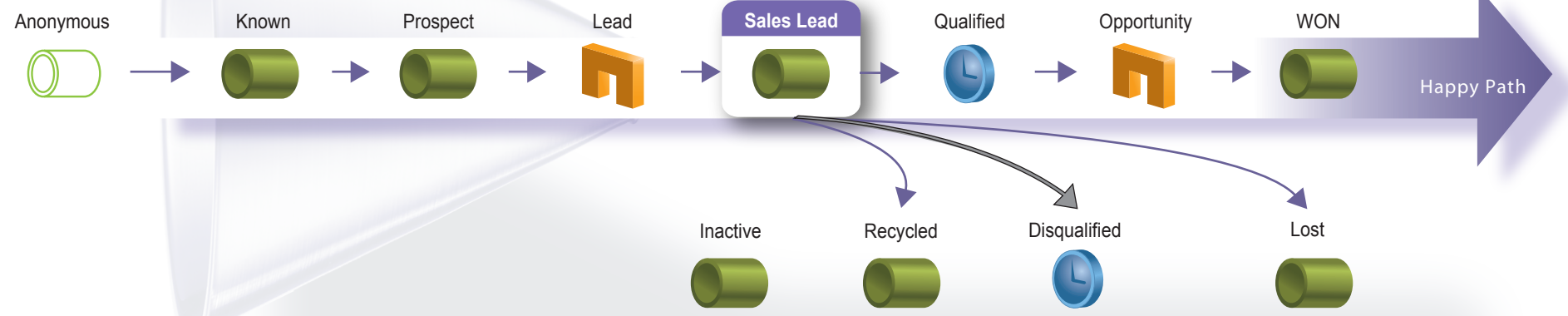funnels are typically used in a vertical orientation

Stage	
Evaluation	
SLA	

Anonymous   Known   Prospect   Lead   Sales Lead   Qualified   Opportunity   WON

Happy Path

Alternate Path

Inactive   Recycled   Disqualified

Lost

◄ ► + 🌐 http://kokkinos.marketo.net:90/search_dev.php/#SC1029B2   ↻   🔍▾ Google

Logged in as: RCM Tester | Logout | ⚙ Admin | ❓ Help ●

Marketo

My Marketo   **Marketing Activities**   **Design Studio**   **Lead Database**   **Analytics**

RCM   Modeler

RCM Actions   View Transitions 👁

☐ **Analytics**

　☐ **Revenue Cycle Modeler**

　　📄 My Models

　　　　My RCM 1 🐦

　　☐ Marketo Examples

　　　　Example 1

　　　　Example 2

　　　　Example 3

Inventory   Gate   SLA

Hewlett Packard
New Product Campaign
DEPLOYED: 04/29/10
Last Saved: 05/07/10, 11:30 am

Anonymous → Known → Prospect → Lead → **Sales Lead** → Qualified → Opportunity → WON → Happy Path

Inactive   Recycled   Disqualified   Lost

Stage Properties   **Inventory**

Name   Description
Sales Lead

Time Period   Duration   Track By
Weekly ▾   4 ▾

Aggregate Class   Link
Marketing Qualified Lead ▾

Transition Properties for Stage: **Sales Lead**

Order	Move	To Stage	Description	Enable
1		Qualified		
2		Recycled		
3		Disqualified		
4		Lost		
5		Click to Add Transition		

R-247   R-F7
G-148   G-94
B-30   B-IE

R-136   R-88
G-138   G-8A
B-140   B-8C

- Disabled
- Enabled
- Disabled: hover
- Enabled: hover
- Disabled: selected / focused
- Enabled: selected / focused

Inactive

- Hover

R-103   R-67
G-95   G-5F
B-150   B-96

- Selected

- not selected

http://kokkinos.marketo.net:90/search_dev.php/#SC1029B2   Q▾ Google

Logged in as: RCM Tester   Logout   ⚙ Admin   ? Help

My Marketo   **Marketing Activities**   **Design Studio**   **Lead Database**   **Analytics**

RCM   **Modeler**

RCM Actions   View Transitions 👁

Marketo

- **Analytics**
  - **Revenue Cycler Modeler**
    - My Models
      - My RCM 1
  - Marketo Examples
    - Example 1
    - Example 2
    - Example 3

Inventory   Gate   SLA

Hewlett Packard
New Product Campaign
DEPLOYED: 04/29/10
Last Saved: 05/07/10, 11:30 am

Anonymous   Known   Lead   Sales Lead   Qualified   Opportunity   WON

Inactive   Recycled   Disqualified   Lost

Stage Properties   Inventory

Name
Sales Lead

Description

Time Period
Weekly ▾

Duration ▾

Track By
4 ▾

Aggregate Class
Marketing Qualified Lead ▾

Link ▾

Transition Properties for Stage: Sales Lead

Order	Move	To Stage	Description	Enable
1		Qualified		
2		Recycled		
3		Disqualified		
4		Lost		
5		Click to Add Transition		

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Patti Lorin Design 5/20/10, 10:40am

http://kokkinos.marketo.net:90/search_dev.php/#SC1029B2

Q Google

My Marketo   **Marketing Activities**   **Design Studio**   **Lead Database**   **Analytics**

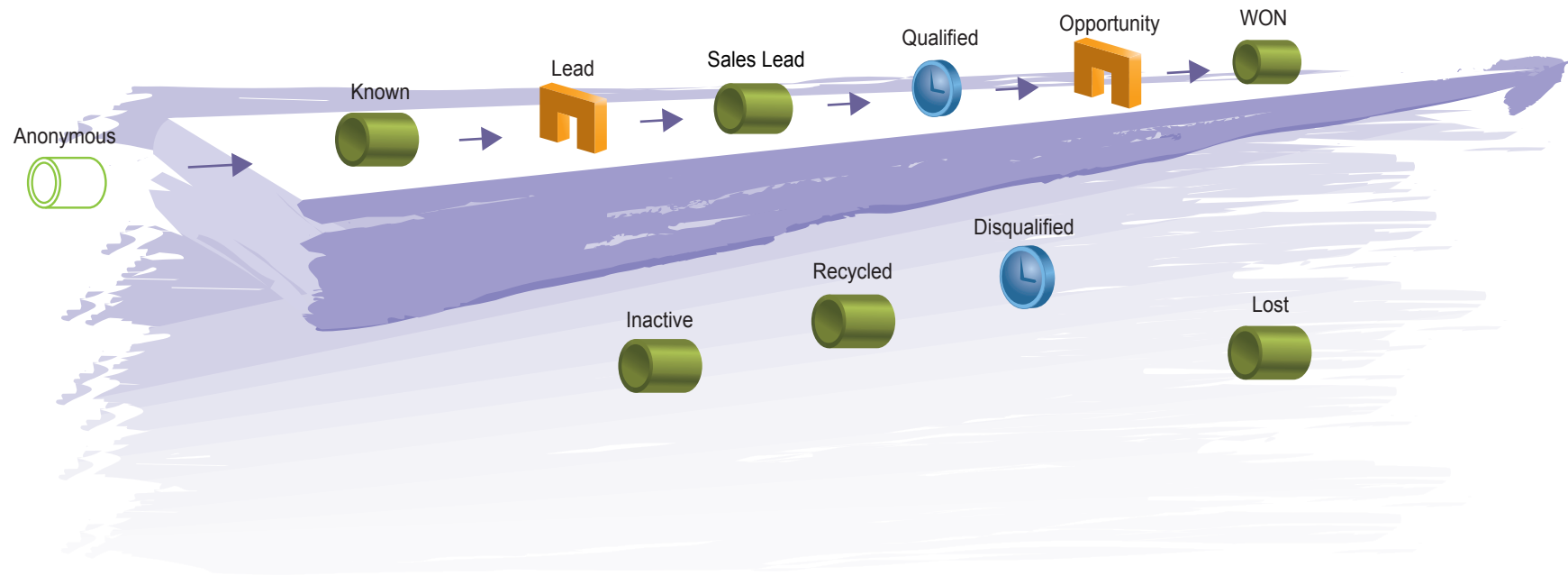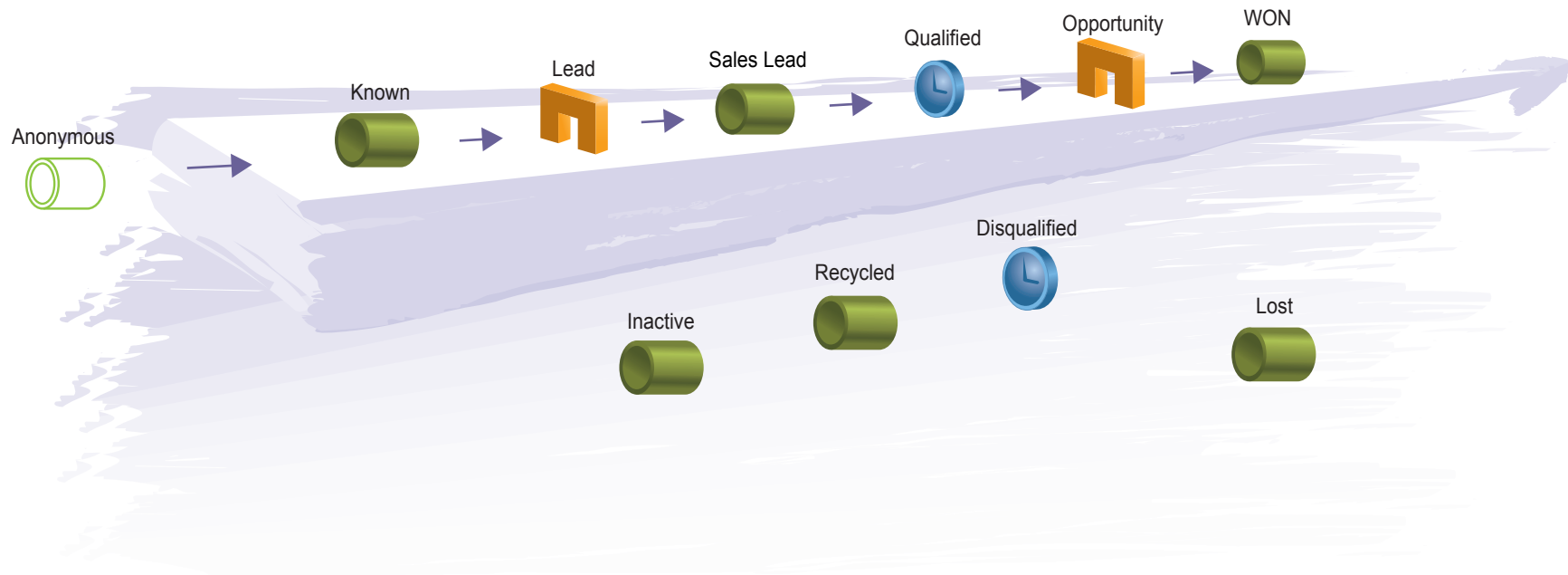**RCM**   **Modeler**

RCM Actions   **View Transitions** 👁

Inventory   Gate   SLA

Hewlett Packard
New Product Campaign
DEPLOYED: 04/29/10
Last Saved: 05/07/10, 11:30 am

- **Analytics**
  - **Revenue Cycler Modeler**
    - My Models
      - My RCM 1
    - Marketo Examples
      - Example 1
      - Example 2
      - Example 3

Anonymous

Known

Lead

Sales Lead

Qualified

Opportunity

WON

Inactive

Recycled

Disqualified

Lost

Stage Properties   **Inventory**

Name: Sales Lead

Description:

Time Period: Weekly

Duration:

Track By: 4

Aggregate Class: Marketing Qualified Lead

Link:

Transition Properties for Stage: **Sales Lead**

Order	Move	To Stage	Description	Enable
1		Qualified		
2		Recycled		
3		Disqualified		
4		Lost		
5		Click to Add Transition		

Patti Lorin Design 5/20/10, 10:40am