Client Funnels

FOR SALES AND MARKETING TEAMS

More value from the enquiries you already generate.

You are already investing in attention. The next improvement may be between the enquiry and the person who can turn it into a sale.

Paul Green leads Client Funnels: a specialist sales-conversion consultancy for established enquiry flow. We diagnose where interest stalls, design qualification and follow-up, and give your sales team useful context. WhatsApp and conversational AI are tools, not the objective.

Start with a clear plan.

The **£3,500 + VAT Sales & Marketing Strategy Day** uses the Flight Plan® methodology to analyse your enquiry-to-sale journey and map practical solutions. Your detailed Implementation Blueprint sets priorities, deliverables, responsibilities, timelines and deadlines.

Use it to guide your own team, engage Paul for consultancy or commission managed WhatsApp implementation. There is no obligation to buy an ongoing service. If you commit to a wider engagement from the start, strategy is included in the opening payment—not waived or hidden in the monthly fee.

Relevant evidence. Precisely described.

Admissions follow-up

12 enquiries in the first fortnight. All 12 **later enrolled**. The enrolments are not claimed to have happened within 14 days. This is one school engagement, not a group-wide rollout or a universal conversion benchmark.

Read the full case →

Health consultation pilot

Six days: 192 conversations, 183 replies and nine consultation bookings. Nine bookings are approximately 4.7% of conversations. Booked is not attended or sold. Downstream attendance, sales and contribution are not asserted.

Read the full case →

Individual case outcomes are not a promise for your organisation. Human approval, exception handling and the downstream sales process remain essential.

Measure the change—not just the messages.

Agree a valid-enquiry cohort, baseline, qualification criteria and named handover owner. Track meaningful responses, sales acceptance, bookings, attendance and sales. Separate automated acknowledgement from first meaningful and first human response. Include opt-outs, wrong answers and missed handovers.

Changes to traffic, the offer, staffing and seasonality affect attribution. A before/after report is not proof that every sale is incremental.

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INVESTMENT, OWNERSHIP AND NEXT STEPS

Choose who implements the plan.

Route	Investment excluding VAT	Who does the work?
Strategy Day	£3,500 upfront. No ongoing service required.	Paul diagnoses and documents the Blueprint. Implementation is a separate decision.
Strategic Consultancy	£2,500/month; 90-day minimum, then rolling. £6,000 opening payment; £2,500 in months two and three. **£11,000 initial total including strategy.**	Your team implements. Paul provides direction, performance reviews, prioritisation and accountability.
Managed WhatsApp Implementation	From £4,000/month for a fixed three-month engagement. From £7,500 opening payment; from £4,000 in months two and three. **From £15,500 initial total including strategy.**	Client Funnels delivers the agreed WATI/Astra WhatsApp scope; your team owns dependencies and ongoing operation.

If you have already paid for the Strategy Day and proceed using that Blueprint, we do not charge the strategy fee again. Consultancy and managed implementation are alternatives, not automatically stacked retainers.

Clear support. Defined delivery.

Consultancy includes two 45-minute sessions per calendar month, up to 60 minutes of asynchronous strategic guidance, performance recommendations and a quarterly strategic review. One nominated contact coordinates advice on the agreed roadmap. We aim to respond within two working days, excluding weekends and UK bank holidays. This is a response target, not urgent technical support or a resolution SLA.

Managed implementation follows the agreed Blueprint. Month one is paid before work starts. The proposal specifies access, materials, client decisions, scope, tests, sign-off and handover. The intended end-of-engagement route is handover to your team, with optional consultancy. Further managed work requires a separate scope and investment.

The boundary around the build.

Client Funnels: agreed WATI/Astra WhatsApp journeys, conversation design, testing and handover.

Your team or technical provider: CRM changes, API integrations, Zapier workflows and other external-system implementation or maintenance. We map these dependencies; we do not include their build in our fee.

Your business: owns platform accounts, approves knowledge and claims, provides access and decisions, and handles human sales judgement. Agree data flows, access, retention, suppliers and escalation before deployment.

Software subscriptions and messaging/AI usage charges are additional. We confirm the recommended setup and costs before you commit to implementation. WATI and Astra are our preferred platforms; partner help does not imply guaranteed uptime or preferential resolution.

A useful first decision.

Request an enquiry-to-sale project review or email paul@clientfunnels.co.uk. Paul and the team usually review requests within two working days. No purchase is required to begin.

This is a current buyer overview, not a replacement contract or a performance guarantee. Scope, financial terms and responsibilities are confirmed in the agreed proposal and service documents.