

The Leaky Funnel By Hugh Macfarlane

By Hugh Macfarlane

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<http://www.inflexion-point.com/favourite-books>

The Funnel Sprung a Leak. by Hugh Macfarlane Sat Sep 12, But that, in itself, is not news. As the author of 'The Leaky Funnel'

<http://www.marketingprofs.com/short-articles/1301/the-funnel-sprung-a-leak>

Hugh Macfarlane @ funnelguy. Author of 'The Leaky Funnel', video blogger on all things related to Funnel Management, and respected authority on Sales and Marketing

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<http://calliduscloud.com/blog/rescuing-leads-from-a-leaky-funnel-returning-leads-to-marketing-and-marketing-automation/>

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The idea of the Leaky Funnel was first popularised by Hugh Macfarlane of Mathmarketing. Where is your sales funnel leaking and why?

<http://customerthink.com/where-is-your-sales-funnel-leaking/>

8 of 8 profiles View Full Profile; Hugh Macfarlane Title Originator of "the buyer's journey" , author of "The Leaky Funnel" and Founder & CEO of MathMarketing.

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Hugh Macfarlane is the author of The Leaky Funnel (3.58 avg rating, 19 ratings, 2 reviews, published 2003) and The Leaky Funnel (0.0 avg rating, 0 rating

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In "The Leaky Funnel" Hugh Macfarlane brings a fresh perspective to managing the B2B sales cycle - he shows us how to focus on facilitating our prospect's buying cycle.

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