Pipeline Management

AUDIENCE

Sales managers, Sales representatives and partner sales representatives.

Leverage the power of your sales pipeline

Program Benefits

Pipeline Management introduces participants to the powerful concepts of planning and growing the sales pipeline. Participants will learn how to leverage the stages of the sales process to increase win probability, deal size and velocity of deals through the pipeline. After *Pipeline Management*, your sales team will:

- Achieve higher win ratios
- Decrease time through the sales pipeline
- Create more balance between short-term and long-term views
- Promote better adoption of CRM systems
- Increase sales effectiveness by focusing on the right opportunities at the right time
- Increase pipeline visibility, forecast accuracy and understanding of the business

Program Description

Pipeline Management consists of a series of five Integrated Learning modules, delivered once a week (target program duration is four weeks).

Each Integrated Learning module is structured to lead up to a Work Assignment that translates learning into action. Participants are given a week to apply the new approaches and tools they learned in the classroom to real-world situations. Each successive module then starts with a "look back" to review the Work Assignment from the previous module, share best practices and reinforce learning.

Participants experience a tightly produced and highly engaging training program that leverages dialogue, exercises, participant interaction, video and animation to support the total learning environment. In place of workbooks, participants are directed to an online Application Guide at the end of each module that summarizes the main learning points and acts as a job-aid for implementation.

Module 1: Managing the Business of Sales

Utilize the Pipeline Planning tool to plan a real-life pipeline (your own, a sales person that reports to you or a partner pipeline). Consider the created pipeline plan and the implications of that plan to your role.

Module 2: The Business Review Process & Step 2: Pipeline Quantity

Utilize the Business Review Process (Step 2) to review an actual pipeline for quantity (both size and shape). Develop the selling plan to develop or maintain optimal pipeline quantity.

Module 3: The Business Review Process & Step 3: Pipeline Quality

Utilize the Business Review Process (Step 3) to review an actual pipeline for quality (both synchronization and impacting the Pipeline Levers). Create the selling plan to develop or maintain optimal pipeline quality.

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Module 4: The Total Business Review Process

Utilize the Business Review Process to conduct a review of a specific sales representative's sales pipeline.

Module 5: Master Class

Share the personal implementation plan with immediate manager and agree upon support and coaching required.

Implementation/Customization

All 3g Selling sales training programs are based on the principles of Third Generation Selling, 3g Selling's proven sales methodology that synchronizes selling to the specific target market's buying process. As such, all programs are configurable "off the shelf" to the client's specific sales process, terminology and overall business environment.

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