

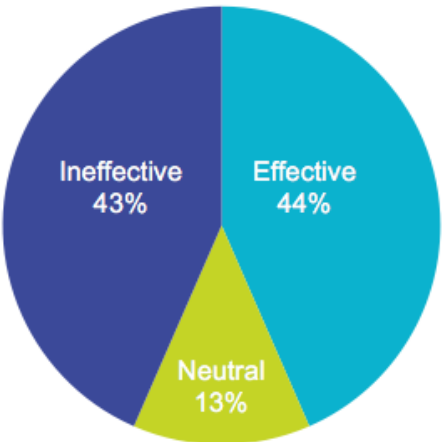
EFFECTIVE SALES PIPELINE COACHING PAYS OFF



You are all familiar with pipeline conversations. In fact, you probably dread them. Why? Because many of us see little value in them. The shame of this is that there is a lot of value to be gained from these discussions.

EFFECTIVE PIPELINE
MANAGEMENT CAN
INCREASE REVENUE
GROWTH BY 15%

BUT ARE WE GOOD AT IT? NO!



56% of sales managers say that their effectiveness in managing pipelines is poor or neutral

WHAT IMPACTS YOUR PIPELINE TODAY?

Judge Rep Performance



Review Rep Activities



Help Close Deals



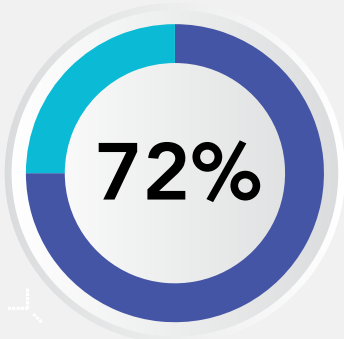
ID Process Bottlenecks



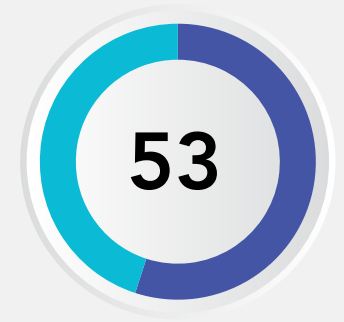
ID Skills Defecits



We Spend a Lot of Time on Pipeline Conversations



5% engage several times per week
51% engage weekly
16% engage several times per month



The average duration of a pipeline conversation is 53 minutes!

The Root Cause of Our Problems



- 82 companies
- 178,000 salespeople
- 18,000 managers

Said that the #1 most important use of their pipeline is accurate forecasting

BY SEPARATING THE ABOVE ACTIVITIES FROM FORECASTING YOU'LL DO BOTH BETTER!

Your Path to Pipeline Health

Determine right size



Examine contents & assess progress



Sales Activities Drive Pipeline Health



Plan corrective sales activities