

A Successful Sales Pipeline: What are Custom Stages?



What Are Stages

Your Sales Pipeline is the Backbone for Success

A streamlined Sales Pipeline, utilizing Custom Fields & Activities, Visit Results, and Loss Reasons can exponentially increase a Rep's success as they go about their day.

Stages are the mile markers to a Rep's success. They tell you how close a Lead is to being won.

SPOTIO's most successful Customers have between three and five Custom Stages in their Active pipelines, along with a Won Stage and a Lost Stage you can disposition with Loss Reasons.

[For written instructions on how to Create Custom Stages, Click HERE.](#)

What Makes a Good Stage?



A good litmus test for whether or not something should be a stage is the question, “Could I jump from here to a win?”

If the answer is yes, it’s probably a good Stage! If the answer is no, it’s probably a great Custom Field, Visit Result, or Loss Reason.

Think of it like a Funnel

**Leads go into the Top of the Funnel
They squeeze out through the Stages
Until they become
Wins
Or
Losses**

**Our most successful SPOTIO Customers
have between 3 and 5 Stages.**



A Practice Pipeline



The **Prospect Stage** is the very first Stage in the funnel. These are brand-new, uncontacted leads, and you need a Stage like this.

Maybe you visited a Lead in the Prospect Stage, you talked to the decision maker, but you didn't win them yet. There's still more work to do. You don't want to leave them in the Prospect Stage because you've made the initial contact and the prospect is now "in-flight". It makes sense to move these Leads to "**Contacted**".

The **Not Home** Stage is the third Stage in this funnel. Maybe you tried to visit, but no one was there to talk to you. Without that contact, you can't really move to a win. So this is a case where "**Not Home**" is better as a "**Visit Result**". Then, when your Reps go out on a visit, they can disposition that particular visit as "Not Home", no matter what Stage the Lead is in!

A Practice Pipeline



You should expect your Pipeline to squeeze into smaller categories. Of your Prospects, let's hope about 80% of those make it to Contacted. Of your Contacted, you'd hope 50% made it to...Qualified.

Qualified is an excellent Stage because it means you have confirmed that this Lead has what it takes to become a Customer. Qualified can take you directly to a win. It's even better if you've asked your Rep to use Custom Fields to input the information you need to qualify a Lead for your individual business needs.

Next in this funnel is **Send Email**. Sending an **Email is a great activity, but not a good Stage**. Let's take that one out.

Performing the activity of sending an email can be something your Reps add to a Lead's detail so you know what they are doing to help move that Lead down the pipeline.

A Practice Pipeline

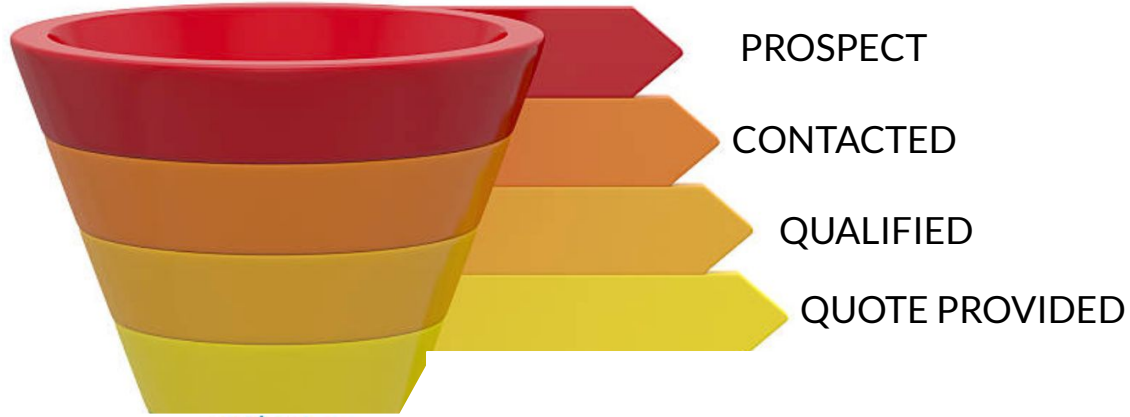


If 50% of your contacts made it into Qualified, then you could probably surmise that 30% of those would make it to the Stage of Quote Provided.

Quote Provided might be the last Stage a Lead moves through before it becomes a Win. Quote Provided is a great Stage because it tells you that your pricing is in your Lead's hands and from that Stage, it can move directly to a Won Stage. This is another Stage where it is a good idea to require your Reps to enter some information that might be critical to your business.

Too Expensive is a reason someone might reject your offer and might be the reason they move to a Lost Stage. **Let's take that out of the Pipeline and move it to a Custom Loss Reason.** Now, you can filter your losses by Loss Reason and revisit that Lead if your pricing changes.

A Practice Pipeline



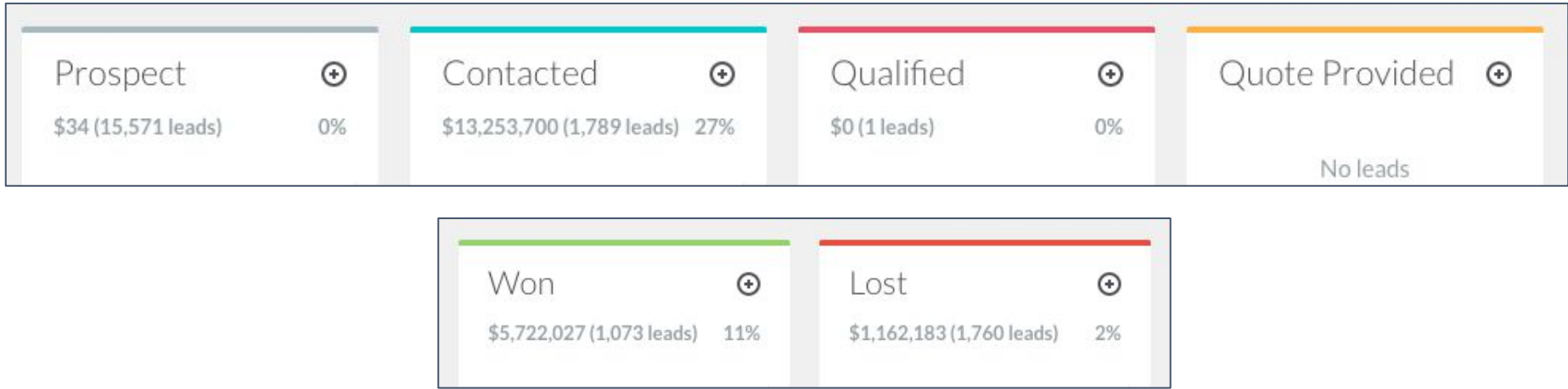
Once you've gotten Activities, Visit Results, and Loss Reasons out of the way, you're left with a clean, simple pipeline with Stages that flow directly into a Won or a Lost Stage.

Now, turn that on its side, and you have your SPOTIO Sales Pipeline with your Custom Stages

A Practice Pipeline

Now, turn that on its side, and you have your SPOTIO Sales Pipeline with your Custom Stages.

As your Leads move through the Pipeline, you'll see where most of your deals are, and you'll know exactly how to help your Reps get to faster success.



Questions?

Feel free to reach out to the SPOTIO Support Team!
You can always email us at support@spotio.com but you
can also reach us via chat during our business hours.

Monday through Friday, we're available from 8am - 7pm,
CST. On Saturday, catch us from 12pm - 4pm CST.

[Follow this link to find out how.](#)