



# Pipeline Management for Sales Managers™

*An empowering two-day workshop  
that will transform your approach  
to the business of sales*

**LEARN THE SKILLS, METHODS, AND PRACTICES TO COACH YOUR SELLING TEAM TO BUILD A FREE-FLOWING SALES PIPELINE**



Today's leading sales managers should be much more than high-performing sales reps.

They must become business managers whose purpose is to coach team members to develop a healthy sales pipeline that maximizes both short- and long-term results.

To that end, **Pipeline Management for Sales Managers™** is much more than an off-the-shelf two-day workshop. Whether they are involved in direct sales or channel sales, this customized, five-phase program helps sales leaders develop and apply the skills and aptitudes they need to become high-performance business managers. Participants use data and situations from their own sales pipelines in the program, making for a more authentic and highly applicable experience.

**Thousands of participants in more than 20 countries have transformed their approach with Pipeline Management for Sales Managers™**

*"I am seeing my role in a whole new way."*

*"I am not sure what I have been doing in business reviews previously, but I sure know what to do now."*

*"Very productive – it will make an immediate difference."*

**Build a better sales pipeline—starting today**

Join the thousands of sales leaders who have gained critical new perspectives with Pipeline Management for Sales Managers™

## The 5-Phase Program

### **Phase 1 - Assessment of your sales organization**

Market-Partners interviews sales managers, reviews existing reporting processes and needs, and examines the sales process and the tools or technologies you use in business management.

### **Phase 2 - Program customization**

Based upon our assessment, we fully customize a program to ensure maximum relevancy and fit with your own organization.

### **Phase 3 - Pre-workshop assignment**

Prior to the two-day workshop, we ask participants to gather details on their existing sales pipelines, quotas, and large deals and bring the information to the workshop. This makes for applicable learning that smoothly translates from the classroom to the field.

### **Phase 4 - Main event: The two-day workshop**

We challenge participants with detailed case studies and interactive exercises using their own business situations to reinforce learning and enable those powerful “A-ha!” moments. All learning content is captured in a series of quick reference guides that ensures continued application after the workshop.

### **Phase 5 - Field reinforcement**

Market-Partners will follow up with you to help ensure that the methods and practices you learn are implemented with lasting effect.

## **Key learning outcomes**

At the conclusion of this intensive two-day workshop, participants will return to their organization with a detailed and strategic action plan that they can implement immediately. This action plan will empower participants to:

- Establish a consistent method for high-performance business reviews using the latest coaching methods.
- Ensure that the selling team members are engaged in the right activities, at the right time, to help build the business.
- Manage and influence pipeline velocity, win probability, and deal size.
- Synchronize sales opportunities with the relevant customer's buying process.
- Apply pipeline metrics to plan and forecast the business.
- Understand the value and timing of account, territory, and opportunity reviews.

## 2-Day Workshop Overview

### **Case study**

To begin, participants are challenged with a detailed case study. Playing the role of a new VP Sales, participants must quickly analyze the state of their own organization and formulate a plan to present to the board of directors. Participants gain experience making decisions when information is missing or interpretive.

### **Discussion: The pipeline as the core**

Next, participants are engaged in a discussion that positions the sales pipeline as the core of their business. They learn the importance of segmenting the pipeline into “stages” representing the steps in the customer's buying cycle. Methods are examined that demonstrate the power of matching the selling process to the customer's buying style and process.

### **The pipeline planning process**

Participants are introduced to the pipeline planning process and asked to plan pipelines for themselves and for their selling teams. They learn that the pipeline is actually a series of sub-pipelines that may need to be planned and managed differently.

### **The pipeline review process**

Real-life business exercises using actual data from participants' organizations expose them to the four stages of the pipeline review process, improving their ability to diagnose performance and identify market trends and opportunities. Participants learn to enhance team member reviews with focused coaching, while a series of quick reference guides helps participants learn to swiftly prescribe appropriate selling actions that maximize performance.

### **Managing the business**

Finally, participants engage in exercises that pull together all the business processes, tools, and coaching skills. The objective is to diagnose several business scenarios and build a plan for each that will help any sales person maximize his or her performance.

Please call or e-mail us today  
to explore the benefits of this program  
for your own organization

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