



Winning Pitch

Winning Academy

## Breakout Sessions Manchester Momentum 25/01/2007

What strategies and tactics should we employ to maintain a healthy sales pipeline?

### What is a Sales Pipeline?

- ✓ A tool for managing potential sales
- ✓ To help improve the sales process and measure
- ✓ To help stimulate new ways of filling
- ✓ Progress targets along the pipe
- ✓ Predict future resources
- ✓ Tool for mapping sources
- ✓ Ensure offer matched to customers
- ✓ Validate market
- ✓ Keep check on customer numbers
- ✓ Identify trends
- ✓ Education and Training tool
- ✓ It's organic – live
- ✓ Team Building and motivational

### How do we manage it?

- ✓ Adjust Marketing Message
- ✓ Filer
- ✓ Regular Review

- ✓ Clear responsibilities – who? when?
- ✓ Regulate Sales Engine
- ✓ Predictive – dates, targets, datelines
- ✓ Aids persistence
- ✓ Existing customers are future customers too
- ✓ Review failures
- ✓ Sales funnel thinking
- ✓ Competitors and Marketing

What are the biggest challenges in selling and how do we overcome them?

### Challenges

- ✓ Finding decision makers
- ✓ Understanding the concept
- ✓ Why buy from you
- ✓ Understanding the sales cycle
- ✓ Satisfy internal customers
- ✓ Qualification of leads
- ✓ How best to service them
- ✓ Educating the customer
- ✓ Identifying needs
- ✓ Differentiator
- ✓ Value proposition
- ✓ Simplifying the marketing
- ✓ Listening to the customer
- ✓ Lack of confidence
- ✓ Lack of flexibility
- ✓ Lack of skills
- ✓ Poor fulfillment/support
- ✓ No marketing strategy
- ✓ Low awareness
- ✓ Lack of investment
- ✓ Price of entry
- ✓ Staff training
- ✓ Building relationships
- ✓ Same old approach
- ✓ Overcoming objections
- ✓ Offering value
- ✓ Asking for the order
- ✓ Knowing when to ask
- ✓ Trusted resource

- ✓ Increasing customer spread
- ✓ Motivation/training
- ✓ Finding new customers

What strategies can we employ to maximise revenues from existing customers/networks?

- ✓ What Next
  - finding out from the customer
  - tell them what you do
  
- ✓ Spread The Word
  - getting to them
- ✓ Expand the Offering
  - services
- ✓ Expanding the Network
  - supplier
  - customer
  
- ✓ Creating a Centre of Excellence
- ✓ Referrals, Loyalty
  - create partnerships
- ✓ Facilitating, Broker
  - introducer
  - anticipating needs
  - know next step
  
- ✓ True Value
  - what it's worth to them
- ✓ Creating Customer Competition
- ✓ All Levels of Organisation



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