

# Managing the Sales Pipeline

# Planning and Budgeting

## 1. Managing the *sales pipeline*

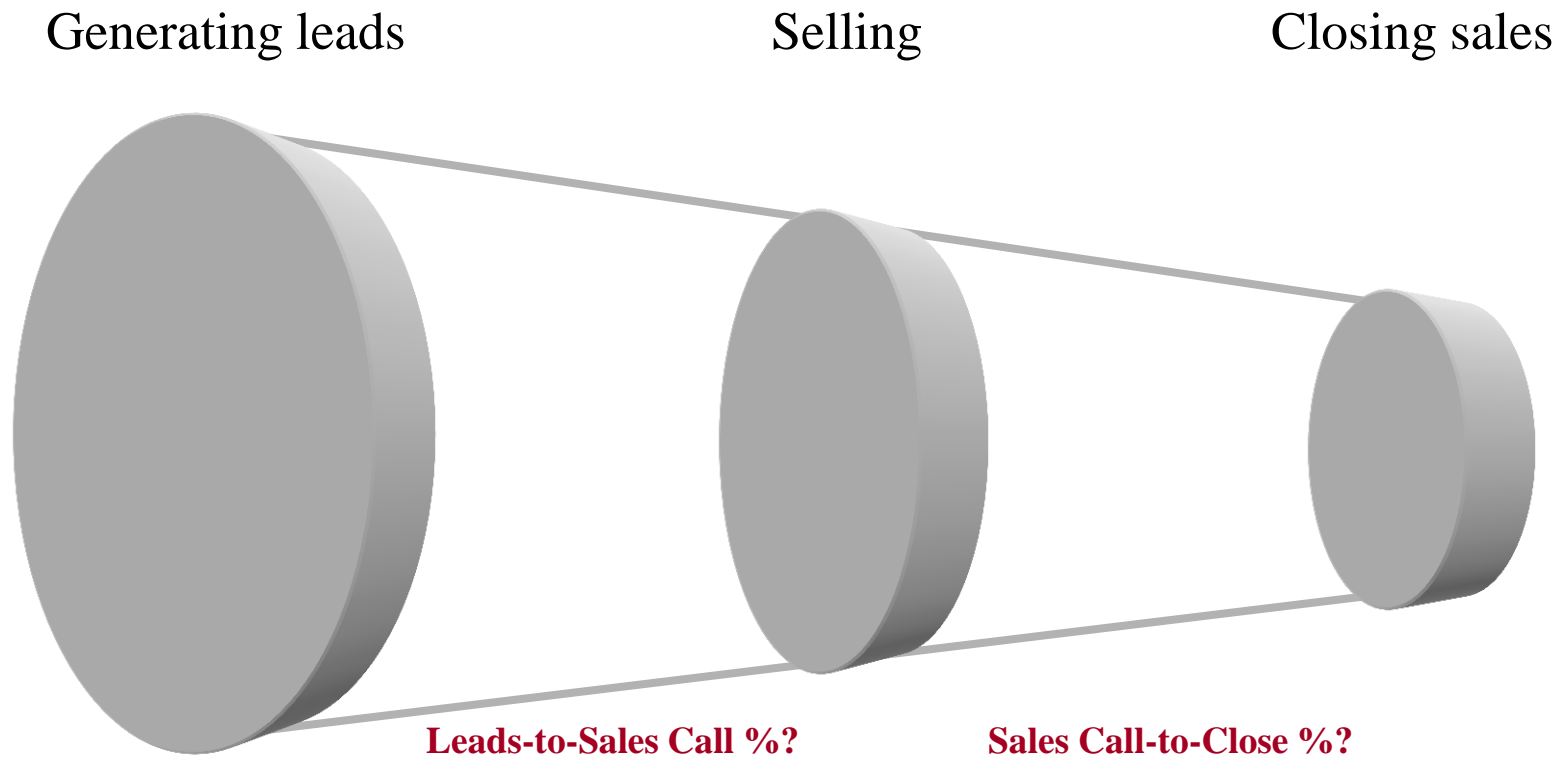
- Generating leads
- Planning
- Closing sales

## 2. Building *one-to-one relationships*

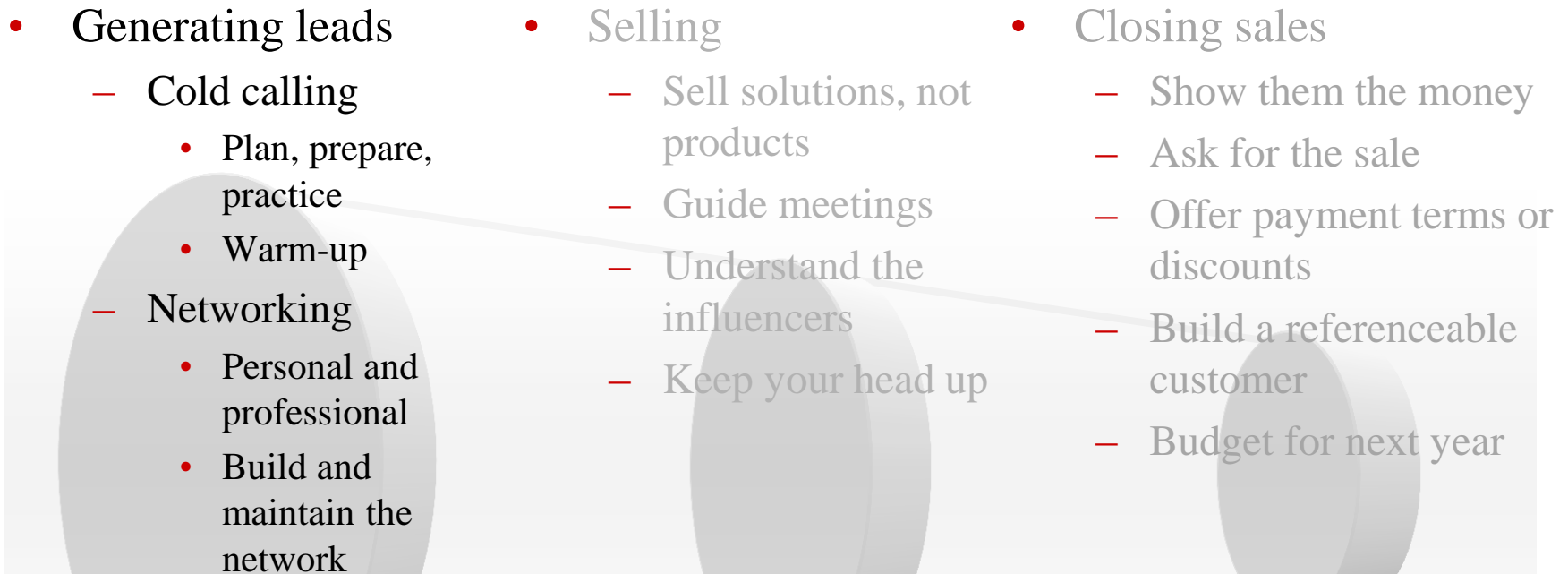
- Customer data
- Regular, targeted communication

## 3. Establishing a *sales budget*


# 1. Managing the *sales pipeline*



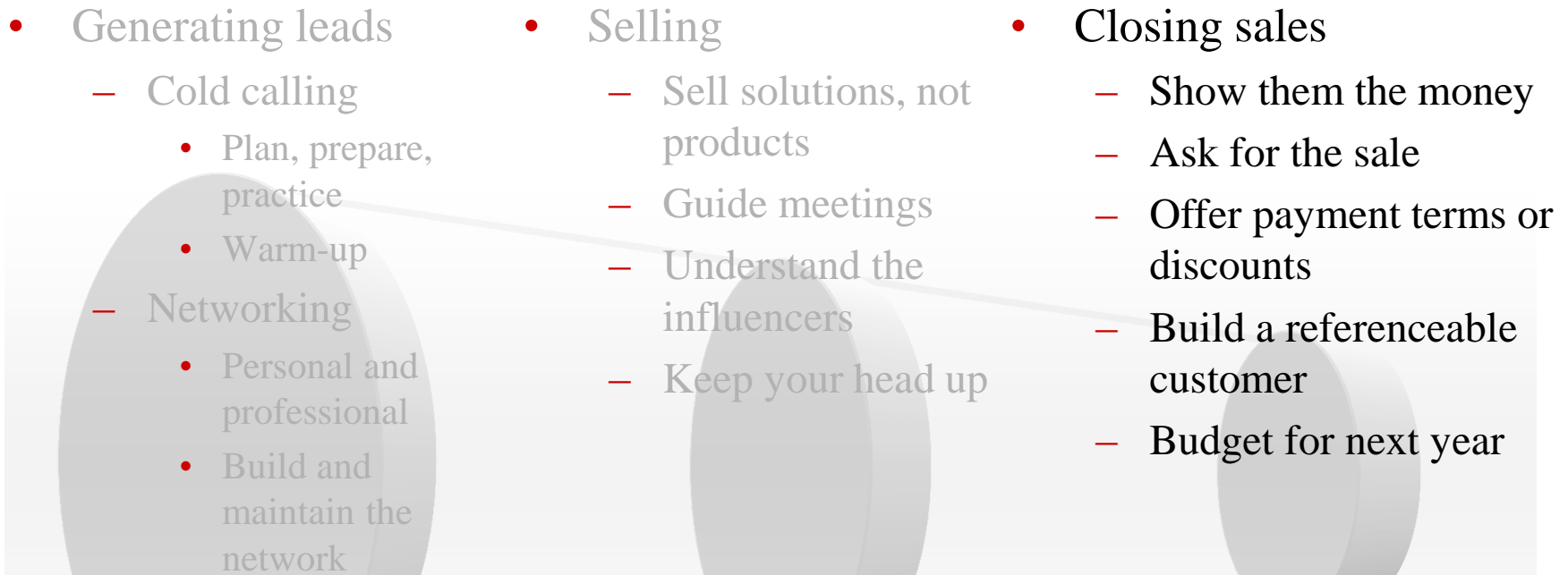
# 1. Managing the *sales pipeline*

- Generating leads
    - Cold calling
      - Plan, prepare, practice
      - Warm-up
    - Networking
      - Personal and professional
      - Build and maintain the network
  - Selling
    - Sell solutions, not products
    - Guide meetings
    - Understand the influencers
    - Keep your head up
  - Closing sales
    - Show them the money
    - Ask for the sale
    - Offer payment terms or discounts
    - Build a referenceable customer
    - Budget for next year
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## 2. Building one-to-one relationships

- Maximize sales by picking the BEST customers
- Collect customer information
  - Know your customer
  - Study prospective and current customers
  - Setup a database
- Customize the sales approach
  - Build individual profiles
  - Get personal

### 3. Establishing a sales budget

- Start with *sales costs as a percentage of sales*
  - \$10 product price
  - \$7 expenses (not including sales cost)
  - \$3 profit (not including sales cost)
  - \$0 to \$3 (0 to 30%) is sales cost; estimate \$3
  - For a 1,000 product forecast in yr. 1; sales budget = \$3,000
- Consider the *lifetime value of the customer*
  - Factor in revenues from recurring purchases
- Opportunity costs of various sales approaches



# Summary

- Revenue goals are realized through a series of well planned steps
- Sales and marketing budgets are dependent on proper sales forecasts
- Managing the sales pipeline is critical to plan and implement the sales strategy