



# Pipeline Management Program

**Pipeline Management Program** is designed to help provide a business with predictable results through forecast accuracy. To achieve this we need to effectively manage the pipeline to ultimately gain that accuracy. In today's environment, pipeline management demands that companies execute in 3 areas. First, they must be able to quickly and thoroughly assess their business as it stands right now. Secondly, they must be able to dissect that assessment and specifically diagnose the source of the problem. Thirdly, based on that diagnosis, they then must identify specific actions that can be executed in the next few days to address the problem.

The issue with traditional forecasting is that it stops at the end of the "Assess the Business" phase. A recent study indicated that 93% of companies believe that their sales forecast is UNRELIABLE! Think about that....you invest tremendous effort in creating this forecast, and then at best it addresses a third of the problem!

This program addresses these issues in a highly interactive one-day workshop based on best practices and lessons learned. PMP focuses on being able to deliver accurate forecasts by linking Pipeline Management to Opportunity Management and then to comprehensive actions to be able to drive the opportunities through the sales process to become winnable deals.

## Who should attend?

The program is for anyone involved in the pipeline, including Senior Managers, Executives, Sales Managers, Marketing Managers, Professional Services Managers, Sales Professionals and their Sales Teams

## Program Outline

- Today's business environment
- Aligning with the customers buying process
- Challenges impacting pipeline management
- Best practices for pipeline management
- Lessons learned
- Making pipeline management a competitive advantage
- Implementation and pipeline review

## How will participants benefit?

The business benefits of the *Pipeline Management Program* are to:

- Provide predictable business results through forecast accuracy
- Have a greater insight into the pipeline and into the individual opportunities
- Have a leading indicator on the likelihood and probability of achieving the business results
- Ensure that your critical resources are focused on the right opportunities to get the greatest return on your investment
- Ultimately make pipeline management a competitive differentiator for your company



A fresh  
perspective  
on your  
performance