

Sales & Customer Care Effectiveness	
Session Code	SC05
Session Title	Forecasting & Pipeline Management
Topics Covered	The 4 phases of forecasting and determining the % chance of closing
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Sales managers, sales representatives and marketing personnel

<p>Content</p> <ul style="list-style-type: none"> ▪ Assess the quality of a prospect and your pipeline ▪ Balance pipeline and activity monthly, regardless of sell cycle length ▪ Maintain control of a long sell cycle, particularly at the end ▪ Complete more accurate sales forecasts using pipeline milestones and prospect qualification worksheets ▪ Strategically implement this lead generation programme across your organisation ▪ Debriefing management 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Create a consistent pipeline management process ▪ Capture detailed information about all the opportunities/projects in your pipeline. ▪ Use consistent definitions when describing the 'stage' the sale has reached ▪ Assess the probability of the project closing in the current or future quarters.
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