

Keeping The Pipeline Full

Sales Booster



Theme

Sales performance is rewarded and measured by what is sold. Prospecting activities that lead to closed sales can be fun and easy to monitor. When sellers know and use the 20-point prospecting system, they will never be short of potential customers advancing through the pipeline. A regular supply of sales leads in the pipeline – from a few simple actions – will keep goals met and everyone smiling.

Approximate Preparation Time

- 15 Minutes



Materials

- Prepare 1 flip chart as per outline
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips



- This 20-point format is based on Jeffery Fox's system in How to Become a Rainmaker. Consider purchasing and reading the book in advance.
- Ask sellers in advance to bring the previous week's prospecting planning/tracking information.
- This exercise shows a seller their new business contacts in relation to initiating leads, setting appointments, advancing the sale and closing the sale. The premise is: If I have 20 points a week based on this point system, as a seller, I will always have enough prospects in different stages keeping my pipeline full and the opportunity to make more sales.
- There is a difference between quantity and quality. This 20-point system is about quantity in the pipeline.
- Keeping the Pipeline Full Challenge contest suggestions:
 - Pre-determine the length of the contest (one month, two months, etc.)
 - Award Ideas
 - a. Seller with the most weeks with 20 points
 - b. Seller with the most points in the 3 point column at the end of one mon

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Time	Session Outline	Dynamics	Visual
	Opening Winners understand that to consistently meet and exceed goals they need prospects in their pipeline. These prospects are at different stages in the buying process. They may be in the just received a referral stage or actively engaged and moving through the sales process. Today's sales booster is to review our pipeline and ensure we are keeping the pipeline full and advancing each one towards a sale.	Large Group 	
	Activity: A Week in Review Think about your activities last week and use the Success Achievement Plan worksheet page 1 to capture your answers to these questions: 1. Last week, how many new leads, referrals or introductions did you get to a decision maker? Multiply that number by 1. 2. How many new appointments did you schedule with a decision maker? Multiply that number by 2. 3. How many first time meetings did you have with a new decision maker? Multiply that number by 3. 4. How many commitments to a close (a purchase) or an action that directly leads to a close - did you have last week? Multiply that number by 4. Add your points and total.	Individual 	Success Achievement Plan Worksheet Page 1 Items #1,2,3,4 
	What is My Pipeline Indicating? Part 1 Reflecting on those numbers, complete the answers to #5, 6, and 7 on the Success Achievement Plan worksheet page 1. (5) What do your results mean to you? (6) Barriers that may keep me from prospecting. (7) What are the benefits of tracking prospecting performance?	Individual 	Success Achievement Plan Worksheet Page 1 Items #5,6,7 

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Time	Session Outline	Dynamics	Visual
	What is My Pipeline Indicating? Part 2 In a small group, discuss answers to #5, 6, and 7: (5) What do your results mean to you? (6) Barriers that may keep me from prospecting. (7) What are the benefits of tracking prospecting performance? Ask several volunteers to share their insights and highlights of the discussion.	Table Groups  Large Group 	Success Achievement Plan Worksheet Page 1 Items #5,6,7 
	Summary Points Jeffery Fox, in his book How to Become a Rainmaker, says: Making incremental improvements of as little as 1 - 2% in your conversion rates can increase your sales by much more. An in-depth analysis of where you are in the prospecting pipeline will pinpoint specific areas for improvement. This knowledge will help you to focus, leading to a more streamlined and more efficient prospecting process.	Large Group 	
	Introduce the Keeping the Pipeline Full Challenge This challenge is to track your pipeline progress on a weekly basis and to Keep Your Pipeline Full. The challenge is to achieve 20 points a week. With at least 4 points a day or 20 points a week you will never run out of prospects. Your pipeline will always be full and you will never have a slow period. If these are quality leads, there is opportunity to close new business regularly. The point system is as follows: 1 point: A lead, a referral or an introduction to a decision maker. 2 points: An appointment to meet the decision maker. 3 Points: Meeting the decision maker face-to-face. 4 Points: A commitment to a close (a purchase) or to an action that directly leads to a close.	Large Group 	Flip Chart with Challenge Success Achievement Plan Worksheet Page 2 

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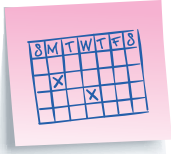


Time	Session Outline	Dynamics	Visual
	What questions do you have about Keeping the Pipeline Full Challenge? (Note: If including a contest for the Pipeline Challenge announce the contest and rewards now)	Large Group 	Flip Chart with Challenge Success Achievement Plan Worksheet Page 2 
	Success Achievement Plan Worksheet Sellers complete the Success Achievement Plan worksheet page 3. In pairs, share your answer to: Actions I will take to remove my prospecting barriers.	Individual  Pairs 	Success Achievement Plan Worksheet Page 3 

Reinforcement tips



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Reinforcing the Message

- First opportunity: 1 - 2 weeks later especially if implementing the Pipeline Challenge
- Repeatability: 5 minutes per week to review the Pipeline Challenge To kick off each quarter or year



Facilitation Ideas

1. Ask sellers to bring their completed Success Achievement Plan worksheet tracking their pipeline efforts. Use a tracking chart to post each seller's points per week. If you have implemented a contest, give contest updates.
2. Use the following questions to lead either table group or large group discussions:
 - Review the categories where you accumulated points. Which points are easier to acquire?
 - What would help you acquire more points in the other categories?
 - How is this helping you with your prospecting efforts?
3. To enhance team synergy and team selling, assign sellers to a partner. Challenge the partner teams to collectively score 45 points each week. Together they can draft a plan on how they will help each other achieve this goal. Build a contest around this team challenge.

Next Sales Booster



- *Growing Your Business or Ready, Aim Succeed* found at www.30minutesalesmeetings.com

Success Achievement Plan



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1. Last week: How many new leads, referrals or introductions did I get to a decision maker? _____ x 1 = _____ points

2. Last week: How many new appointments did I schedule with a decision maker? _____ x 2 = _____ points

3. Last Week: How many first time meetings did I have with a new decision maker? _____ x 3 = _____ points

4. Last Week: How many commitments to a close (a purchase) or to an action that directly leads to a close did I have? _____ x 4 = _____ points

Total points _____

5. What do my results mean to me?

6. Barriers that may keep me from prospecting:

7. What are the benefits of tracking prospecting performance?

Success Achievement Plan



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1 Point A lead, referral or an introduction to a decision maker	2 Points An appointment to meet the decision maker	3 Points Meeting the decision maker face-to-face	4 Points A commitment to a close	Total Points For the Week

Success Achievement Plan



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Actions I will take to remove my prospecting barriers:

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
