

The Sales Forecasting & Pipeline Management Master Class is aimed at Sales Directors and Managers, Key Account Sales Managers and all other Salespeople who need to improve how they manage their sales pipeline and improve the accuracy of their sales forecasts. This Master Class shows delegates how to manage a sales pipeline more effectively and produce accurate sales forecasts that actually happen.

This Master Class starts by explaining to delegates the importance of accurate sales forecasting & pipeline management and the impact that this has on the business as a whole. It then examines what the barriers to accurate sales forecasting & pipeline management are and what to do to overcome these barriers. Delegates are then shown how to use a 'Data-Driven' approach to moving deals through their sales pipelines and to aid forecasting.

Ultimately, sales pipeline management is a critical activity for all professional salespeople, and better pipeline management can make a huge difference in sales performance. With great sales pipeline management, forecasts are more accurate, sales targets are hit, and salespeople become much more productive.



## Master Class Objectives

- To Qualify the sales funnel/pipeline more effectively
- To improve the accuracy of sales forecasting
- To define a 'robust' forecasting process
- To ensure probability values are accurate and actually happen
- To improve the definition of each stage of the sales process/pipeline and identify when a sales opportunity 'enters and exits' each stage



## Delegates will learn

- The Importance of Accurate Sales Forecasting & Pipeline Management
- What are the Barriers to Accurate Sales Forecasting & Pipeline Management
- How to Produce Accurate Sales Forecasts
- How to use a 'data-driven' forecast
- How to Manage the Sales Pipeline with Large Accounts & How this Differs from Smaller Sales
- How to manage 'Forecast Killers'
- To use Salesforce 'Top Tips' to Aid Forecasting & Pipeline Management
- How Large (Key) Accounts Position Suppliers & The Impact this has on the Sales Forecast
- How to use 'Customer Relationship Marketing' to Improve Sales Forecasting & Pipeline Management
- How to Develop an Account Management Action Plan to Aid Sales Forecasting & Pipeline Management