



# Sales Planning and Pipeline Management

## Who Should Attend?

This module is for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.

## The Key Outputs:

A highly effective business planning process.

A comprehensive sales activity management methodology.

A clearly defined pipeline management process.

Tools for measuring and monitoring performance.

## The Schedule

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|--|----------------------|
| 17 <sup>th</sup> – 18 <sup>th</sup> January 2012   | Kettering Park Hotel |
| 17 <sup>th</sup> – 18 <sup>th</sup> April 2012     | Kettering Park Hotel |
| 12 <sup>th</sup> – 13 <sup>th</sup> June 2012      | Kettering Park Hotel |
| 11 <sup>th</sup> – 12 <sup>th</sup> September 2012 | Kettering Park Hotel |
| 13 <sup>th</sup> – 14 <sup>th</sup> November 2012  | Kettering Park Hotel |

## The Investment

£1,099 + VAT

*(Excludes hotel costs)*

## The Agenda *(2 Days)*

### Introduction and Objectives

*Setting the objectives for the participants.*

### The Factors that Influence Sales Performance

*Defining the key factors that drive sales results and influence personal performance.*

### The Sales Planning Process

*How to create a sales plan that captures the key factors of performance and defines how results can be achieved.*

### The Sales Platform Concept

*Introducing the most powerful sales tool that Mercuri has, which is flexible and proven in almost all market sectors. It enables sales people and managers to balance short, medium and long term activity.*

### Managing the Pipeline

*How to create and use sales tools that measure and manage pipeline opportunities in order to improve conversion rates.*

### Implementing the Sales Plan

*How to gain acceptance and commitment to the sales plan. How to monitor and measure progress.*

### Personal Action Planning

*How to implement the key learning points.*