

SALES FUNNEL MANAGEMENT BOOT CAMP

Establishes key metrics for Sales Funnel health

Enables predictable & repeatable sales processes

Diagnose & solve challenges across the sales life-cycle



Source credit: <https://www.salesforce.com/ca/hub/sales/what-are-the-stages-of-a-sales-pipeline/>

AGENDA (5 DAYS ON-SITE OR VIRTUAL OPTIONS AVAILABLE)

5-DAY AGENDA	DESCRIPTION
DAY 1	What is Funnel Management? Territory Planning and the Revenue Cascade
DAY 2	Current State Sales Process Mapping Sales Funnel Set-up
DAY 3	Sales Funnel Set-up (contd.)
DAY 4	Sales Funnel Set-up (contd.)
DAY 5 (1/2 DAY)	Funnel Management: Establish cadence, agenda, and standard work for funnel reviews



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WHAT IS SALES FUNNEL MANAGEMENT?

Sales Funnel Management is a critical growth tool that allows an organization to identify its revenue targets and gaps, assess and target critical customer segments, and design a diligent, transparent, and measurable sales process standard by which to train, measure, and hold sales teams accountable for revenue contribution.

WHEN TO USE SALES FUNNEL MANAGEMENT?



- Little to no visibility on exactly where you are winning or losing in the marketplace
- Improve the quality and number of leads & improve speed to close
- Set strategic direction and focus for the marketing and sales teams
- Use data-driven mechanisms to identify opportunities

REQUEST A CONSULT:
INFO@LEANFOCUS.COM

How do I get started?

Schedule a Sales Funnel Management Boot Camp

Take the first step toward workspace transformation. Contact us today to schedule a consultation and discover how Sales Funnel Management can elevate your organization's operations.



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