

# Strategic Selling® Funnel Management

## Program description

**Strategic Selling® Funnel Management** provides organizations a method for analyzing opportunities within the sales funnel and for identifying ideal salesperson behaviors that will enhance sales performance. This program provides a way to examine individual sales funnels to recognize key actions to be taken by both the sales professional and the customer to help move opportunities through the funnel.

## Modality



1 day

## Languages



American English

- **Audience:** First-level, mid-level and senior leaders

## Train the Trainer certification: 2 Days

## Learning objectives

- Quickly identify actions required to move opportunities through the sales process.
- Manage selling time and priorities based on the number or value of opportunities in the funnel.
- Identify whether opportunities are placed in the right funnel stages based on established criteria.
- Improve forecast accuracy and funnel management.
- Identify coaching opportunities to help teams and individuals create a steadier stream of prospects to move through the funnel.

## Skills

- Implement consistent adoption of a sales funnel process
- Eliminate wasted energy in the sales cycle
- Raise confidence in advancing opportunities to a close
- Reinforce selling behaviors and activities that move sales forward
- Increase forecast accuracy
- Improve predictability