





# SALES PIPELINE MANAGEMENT: MOMENTUM MAINTAINERS™ FOR THE ENTERPRISE SALE

A STARTUP SELLING LIVE TRAINING



# THE STARTUP SELLING SALES MAP GUIDE: BUILDING YOUR CLOSE PLAN

The [INSERT YOUR COMPANY NAME] Close Plan: A Sales Map from Lead to Referenceable Customer

Sales Stage 1: Needs Analysis	Sales Stage 2: Evaluation of Options	Sales Stage 3: Resolutions of Concerns	Sales Stage 4: Implementation
<i>Example</i>	<i>Example</i>	<i>Example</i>	<i>Example</i>
<ul style="list-style-type: none"> <li>• Sales Opportunity Qualification Call</li> <li>• Demo of Prospect's Product</li> <li>• Meeting/Conversation with each Buyer Type (i.e. User Buyer, Economic Buyer, Technical Buyer)"</li> <li>• ROI Requirements &amp; Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Mutual NDA Signed</li> <li>• Test File/Pilot/Proof of Concept (POC)</li> <li>• Establish Project Timelines</li> <li>• Intro to Procurement &amp; Vendor Mgmt Team &amp; Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Test File/Pilot/POC Analysis</li> <li>• Collaborate with Prospect to build Implementation Plan</li> <li>• SLA Discussion</li> <li>• Meet with Economic Buyer</li> </ul>	<ul style="list-style-type: none"> <li>• Review &amp; Confirm Implementation Plan</li> <li>• Contract Discussion &amp; Execution</li> <li>• Launch &amp; Integration Meeting</li> <li>• 30-60-90-day Review Meetings</li> </ul>





BRING IT!

BRING IT ON!  
I CAN DO THIS ALL DAY



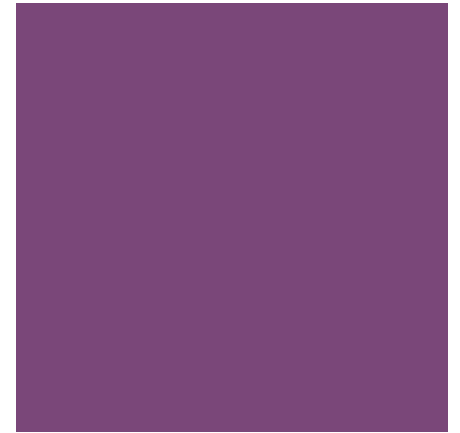




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+ WHY IS THIS IMPORTANT?





HOT LEADS FIZZLE





# PROGRESS STALLS





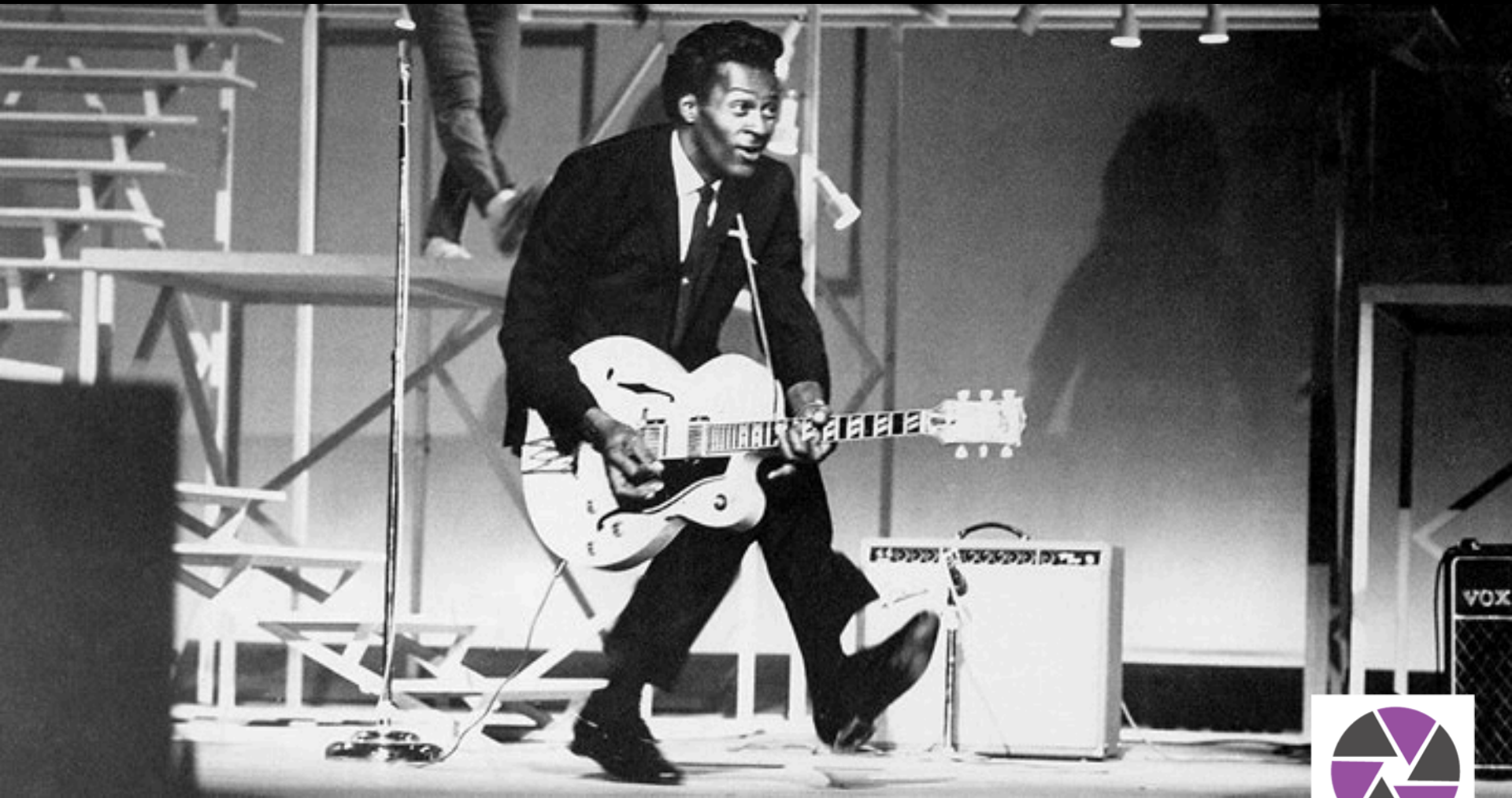
# PROSPECTS LIE TO YOU



**“WILL I EVER GET THE  
NEXT CUSTOMER?”**



# RHYTHM...





CONTROL...



# A VIEW OF THE FUTURE



# ACTION!







PIPELINE...  
REVENUE...  
GROWTH...



“IF YOU DON’T HAVE A  
SYSTEM FOR SELLING,  
YOU’RE AT THE MERCY OF  
YOUR BUYER’S SYSTEM  
FOR BUYING.”

- DAVID SANDLER

# 5 KEY PRINCIPLES





# # 1 : FUTURE PACE: SELL THE NEXT STEP





“THE PURPOSE OF THE CALL  
IS TO...

“THEN WE’LL...

“AND IF WE KNOCK THAT OUT  
TODAY, THE NEXT STEP WOULD  
BE...”





# #2: CASTING







# #3: SOFT CONTRACTS





Thank you for meeting the team. It was good to hear perspectives from Bill and John your technology team, and Janet from an operations point of view.

**Critical Business Issue:** You shared that the key challenge you're facing right now is the manual process involved with managing your team's technology project.

**Cost to the Business:** This is costing you at least 20 person-hours a week – the same as a half-time headcount, or roughly \$50k.

It's also leading to team turnover. Each new hire costs \$10k in recruitment, hiring and training costs, not to mention the 2-3 months to get new team members contributing at full capacity.

**Solution:** We showed you how XYZ Project Manager Software solves this by automating task management and tracking, which will result in reducing manual oversight by 95% and significantly reduce turnover because your best hires will be working on actual projects, not managing the day-to-day tasks as an admin.

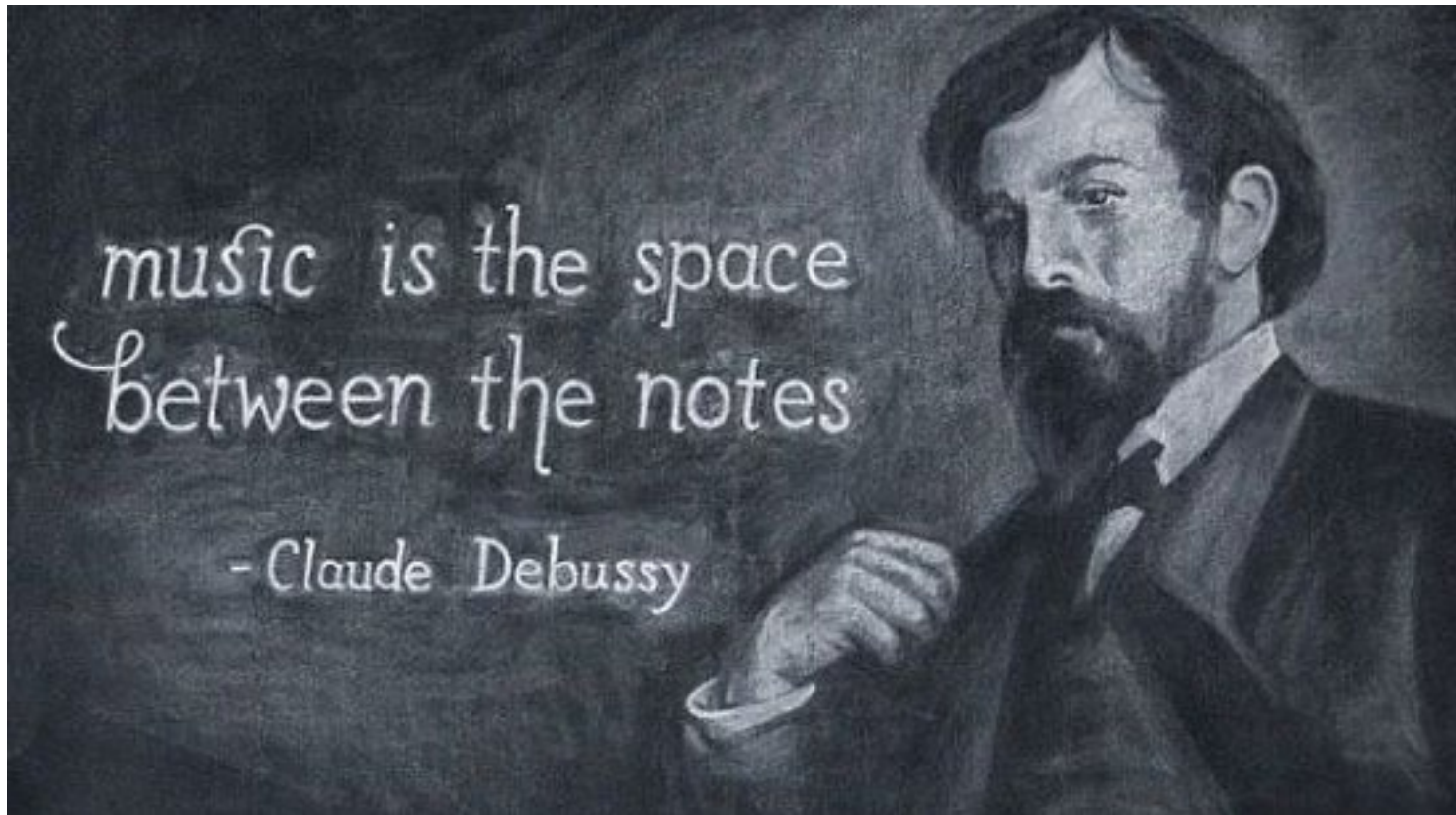
**Next Steps:** We agreed the next steps are for us to meet again by video call on Tuesday to build out a work plan for a 6-week pilot. I'll send over a couple of templates before the end of the day so you can see what information we'll need from your side to make the most of this time.

**Summary:**

Did I capture everything? OR Would you mind hitting 'reply' to confirm I've got this right? OR Anything missing, or are we good to go?

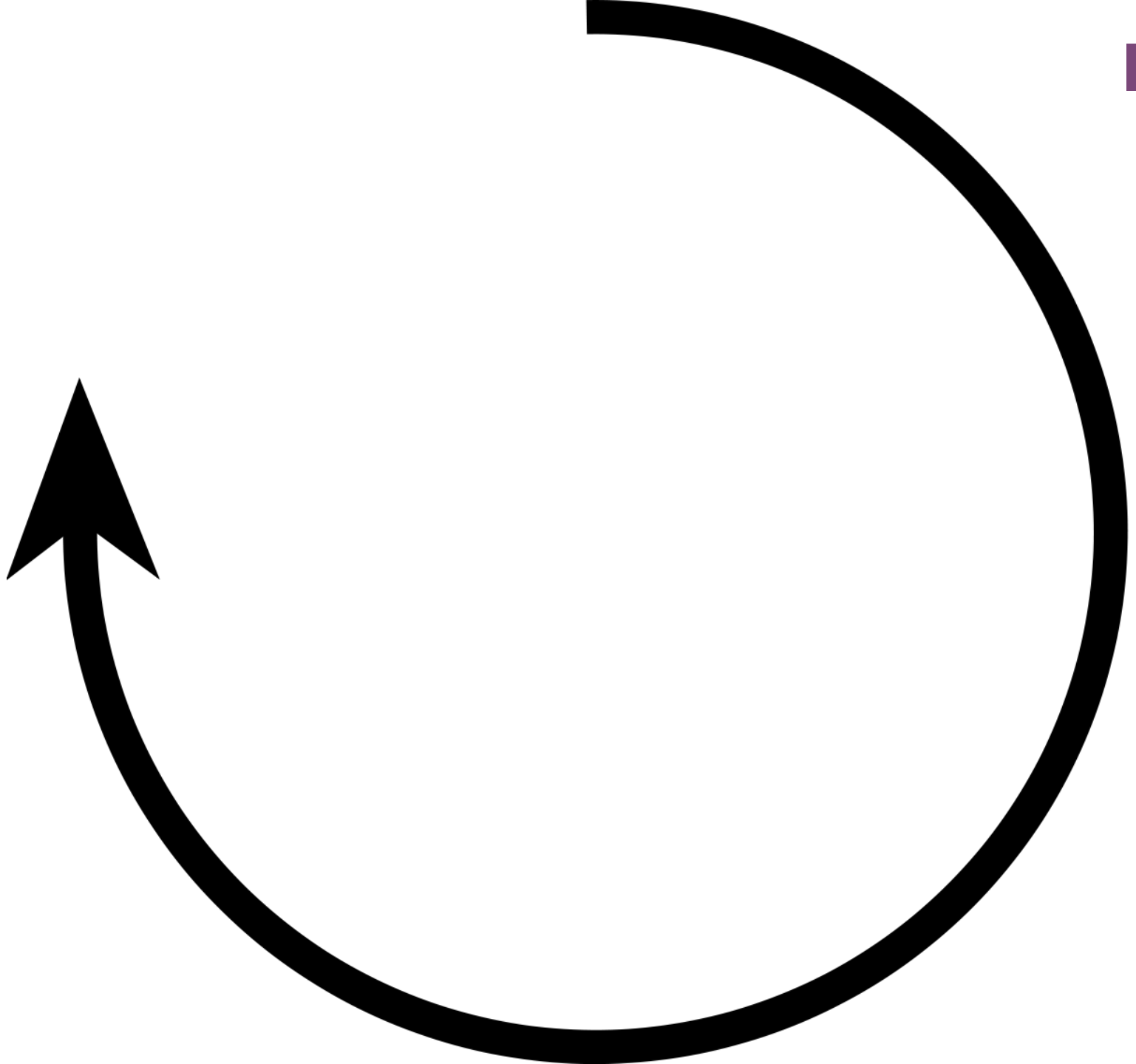


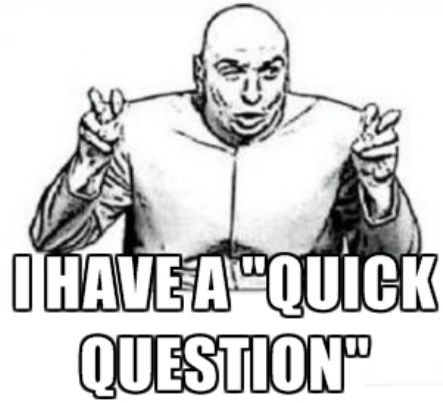
# #4: SPACING



<https://www.youtube.com/watch?v=qRZmdzCGLYw>







memegenerator.net







“GOT A QUICK QUESTION FOR YOU...”

“NEED YOUR HELP...”

“BEFORE I SEND THIS OVER...”

“CAN WE GRAB 10  
MINUTES?...”



“WHO THE BEST PERSON  
FOR...?”

“COULD I GET A LOOK AT..?”



# WORK PLANS...



# #5: STALLED DEAL STRATEGY



# 9-WORD EMAIL

*Subject line:* [THEIR FIRST NAME]

*Body:*

**Are you still looking for help  
with [INSERT NEED]?**

**-[YOUR NAME]**





# 9-WORD EMAIL

Lukas,

Are you still looking for sales  
help growing pganalyze?

-Scott



# “CAN I SEND YOU A LINK?”

*Subject line:* Hi Robert – can I send you a link?

*Body:*

Hi Robert – I just published a blog post on the topic of [INSERT TOPIC]. I thought you might like to read it.

Okay to send you a link to it?

-Scott



“ARE YOU HEADING TO...”



#6: SLOW IS SMOOTH...  
& SMOOTH IS FAST



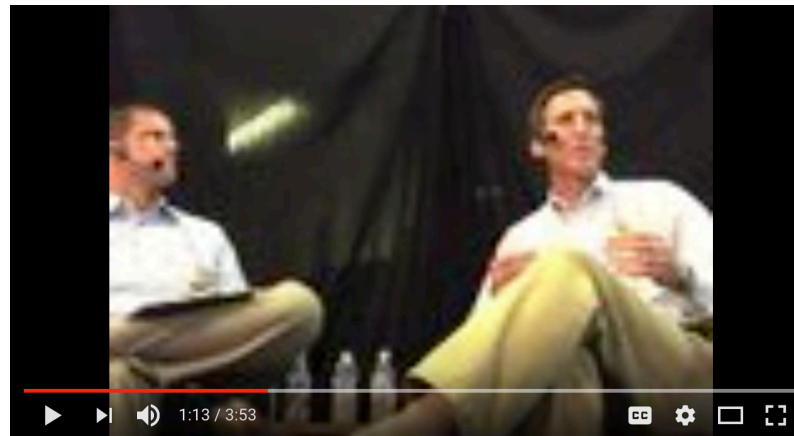




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## Matthew P. Harrell

Head of Google Cloud Partner Business, Americas at Google



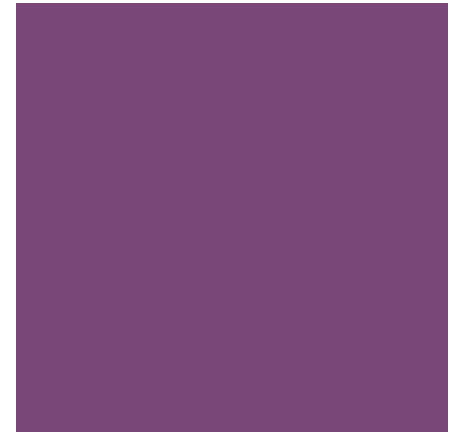
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MODEL...





# + TOOLS & RESOURCES



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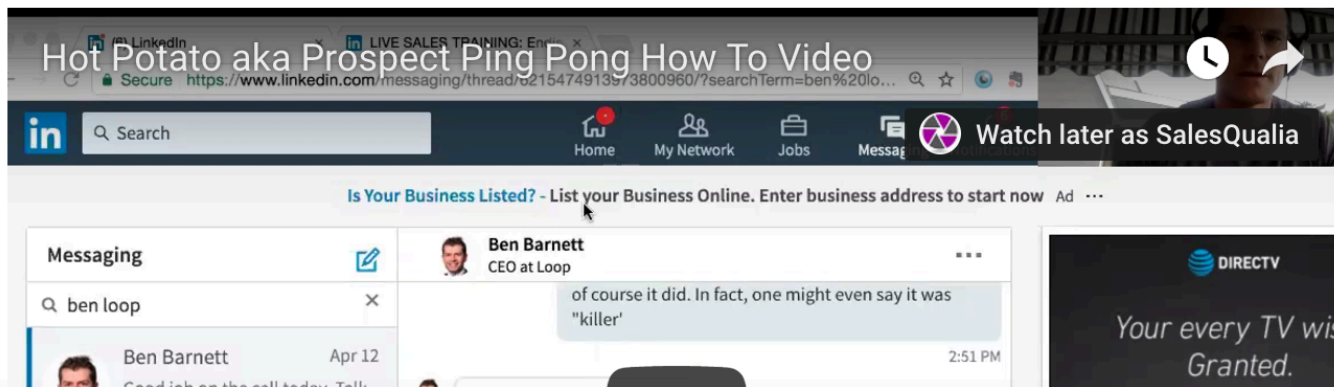
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# Member Page – Sales Email Strategies & Templates [External Resources]

## How to Play Prospect Ping Pong

From Friday's (5/5/17) Sales Acceleration Call



<http://salesqualia.com/member-page-sales-email-strategies-templates-external-resources/>



# MEMBER SITE: SOFT

# CONTRACTS

## Using Soft Contracts with Your Sales Prospects

Using Soft Contacts with your Sales Prospects



**Summary:**  
Did I capture everything?  
OR  
Would you mind hitting 'reply' to confirm I've got this right?  
OR  
Anything missing, or are we good to go?

SALESQUALIA


<http://salesqualia.com/member-page-sales-email-strategies-templates-external-resources/>

# Member Page – Pipeline Analysis & Management

Tuesday Training – Pipeline Management & Pull-Through Strategies

Startup Selling Tuesday Training May 2016 Pipeline Mgmt and Pul...  

Thursday morning...



*Subject line:* [THEIR FIRST NAME]

*Body:*

Are you still looking for help with [INSERT NEED]?

–[YOUR NAME]

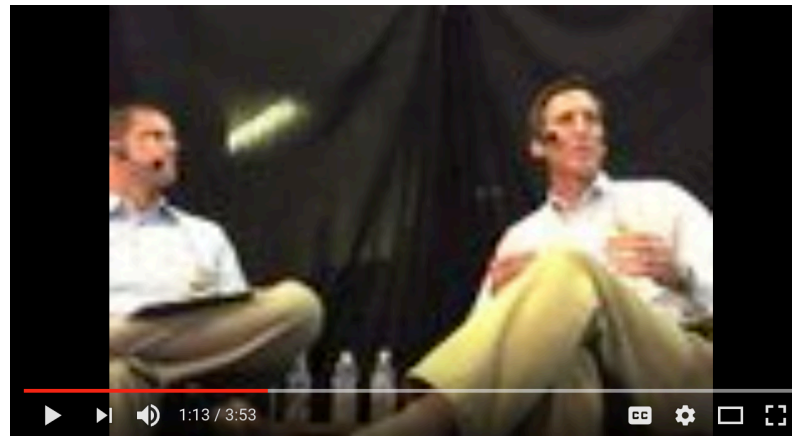
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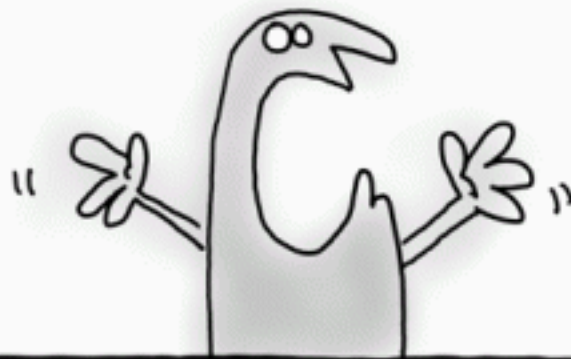
## Matthew P. Harrell

Head of Google Cloud Partner Business, Americas at Google



<https://www.youtube.com/watch?v=bAScsOS94iY>

Now What?!!



# WRITE & SEND A SOFT CONTRACT







# DRAFT & SEND 9-WORD EMAILS

*Subject line:* [THEIR FIRST NAME]

*Body:*

**Are you still looking for help  
with [INSERT NEED]?**

**-[YOUR NAME]**

WHAT ARE YOUR  
OPEN LOOPS?







Team Focus  
Session

1x/month

Review progress and make strategy adjustments.



Group Sales  
Acceleration  
Calls

2-3x/week

Live 1:1 call when you need it on your sales projects, sales opportunities, meetings or any other help you need.



Tuesday  
Training

1-3x/month

Live training on key sales, management and strategy topics



Basecamp

24/7

Project management tracking to monitor progress and communication on projects between 3x/week calls



Startup Selling  
Member Portal

24/7

Sales Playbooks, Worksheets, Templates, Presentations, Videos and more



Startup Selling  
Private Facebook  
Group

24/7

Members-only access. Daily updates, articles, tips, ideas and accountability on your weekly progress