Pipeline Analysis & Management

Why is this important?

Getting continuations, but not advances

It's hard to know what's real.

The hardest work is done

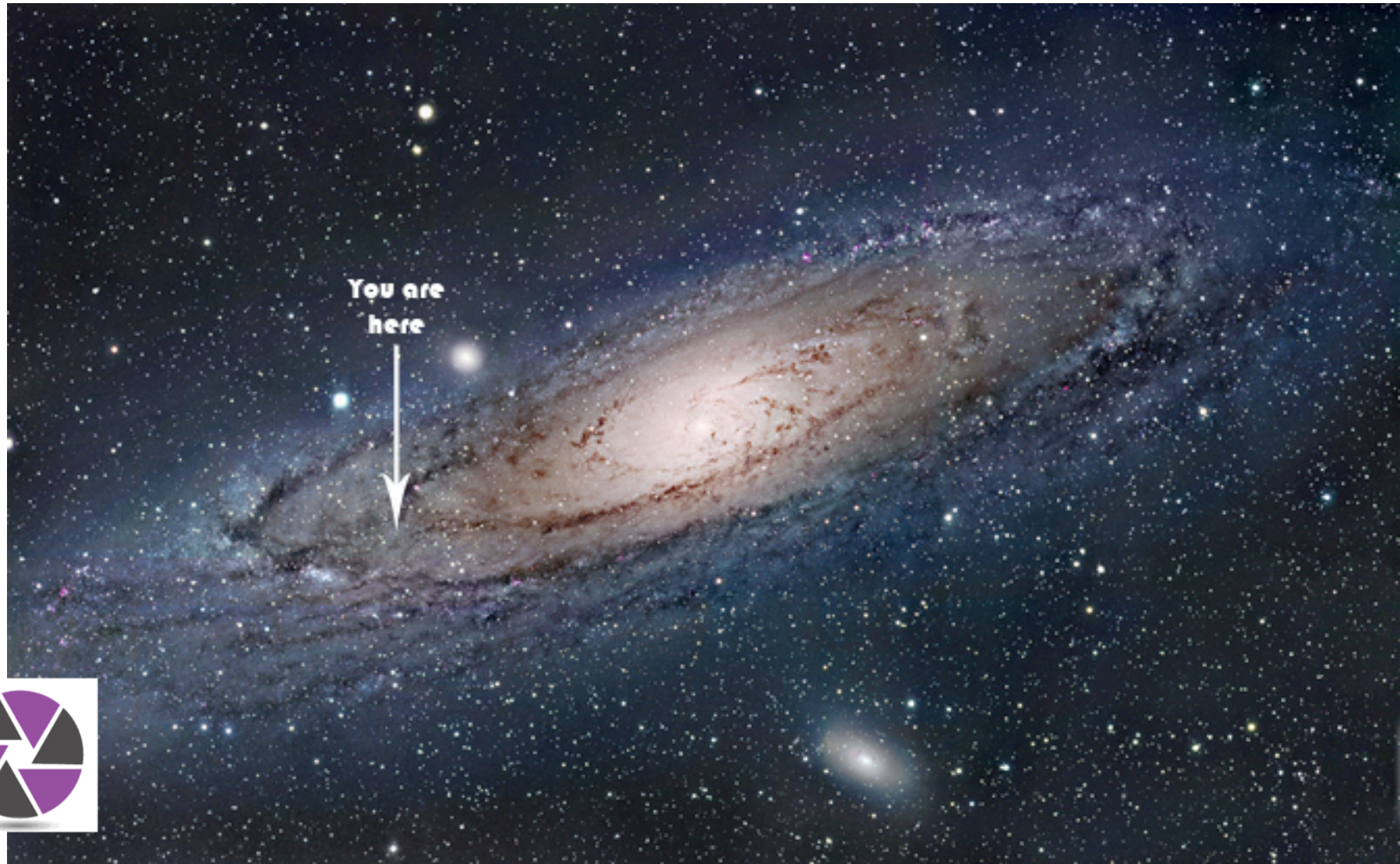
Sitting on mountains of leads

FEAR: Every opportunity goes dark

Identify gaps & risks.

Find trouble spots.

Know where you stand



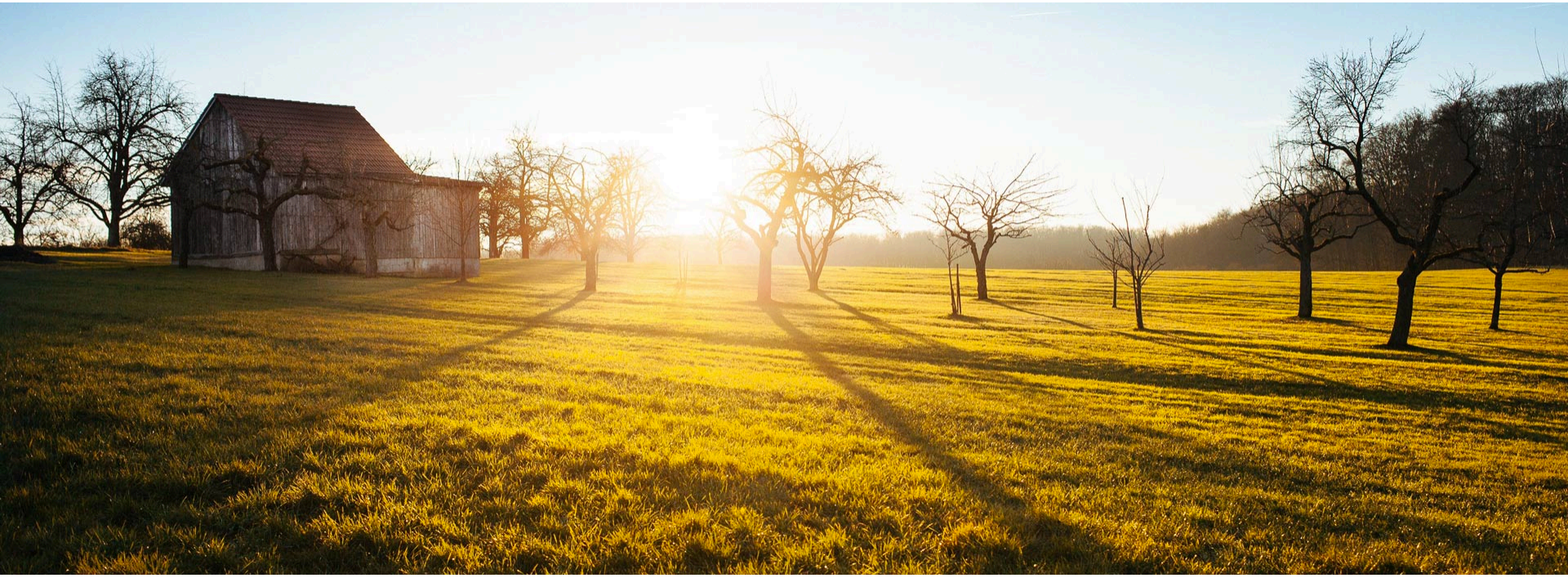
Crack the selling code
http://www.fondosescritorio.org

... so that you can build your sales machine.

Ready... Set... Go...

Start with Weekly Pipeline Reviews

Thursday morning...



Pipeline Analysis & Management

Opportunity

	What Problem ?	Next Action	When ?	Control ? Y / N
	Buyers - Who ? ☐ UB ☐ TB ☐ EB ☐ PC	Why ? +Rev -Cost +EFF -Risk	How ?	Price ?

What's Your Pipeline Pull-Through Strategy?

1. The 9-Word Email

I LOVE MARKETING

I'M DEAN JACKSON

I fell in love with Marketing as a young boy when I first realized that selling stuff on commission was way easier than renting myself out by the hour for a regular job... and I've never looked back. I've carried that distaste for real work into my adult life and have focused on a lifestyle centered approach to business using marketing as the ultimate lever to a life of freedom and fun.

Subject line: **[THEIR FIRST NAME]**

Body:

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

-[YOUR NAME]

Subject line: **Robert**

Body:

Are you still looking for help with growing sales?

-Scott

Scott Sambucci <scott@salesqualia.com>
To: Ravi Mittal <ravi@vuukle.com>
Bcc: 506536@bcc.hubspot.com

Ravi,

Are you still looking for help with sales?

-Scott

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Scott Sambucci
Sales Geek, SalesQualia
e: scott@salesqualia.com
c: (415) 596-0804

Find me on LinkedIn, Twitter & Quora

2. Give 'em a reason to wake up... [ADD VALUE]

Subject line: **Hi Robert – saw this and thought of you…**

Body:

Hi Robert – I just came across this article in HousingWire:

http://www.housingwire.com/articles/37101-new-home-sales-reverse-course-rise-in-april

It reminded me of our conversation from February, and I wanted to share…

-Scott

Subject line: **Hi Robert — can I send you a copy?**

Body:

Hi Robert — We're publishing a white paper in a couple of weeks — "[INSERT TITLE]."

Would you like me to send you a copy when it's ready?

-Scott

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

Subject line: **Hi Robert — can I send you a copy?**

Body:

Hi Robert — We're publishing a white paper in a couple of weeks — "[INSERT TITLE]."

Would you like me to send you a copy when it's ready?

-Scott

Subject line: **Hi Robert — would you be interested in these?**

Body:

Hi Robert — I've been keeping a library of articles and industry blog posts around the topic of [INSERT TOPIC].

Would you be interested in getting a weekly digest of this top 3-5 articles I've found?

-Scott

Subject line: **Hi Robert – quick question re: MBA conference**

Body:

Hi Robert – Are you going to the MBA Conference next month in Chicago?

-Scott

3. Content Selling

Blog Posts

- 5 Ideas for …
- 10 Tips for …
- 3 Changes for the ____ Industry
- How Regulation affects the ____ Industry
- Perspectives: “I read this article on www.website.com and it spurred a few thoughts…”

WEBINAR PLAYBOOK: STARTUP SELLING

WEBINAR INVITATION EMAIL # 1

☐ Send Day - 14

Subject: Can you join INSERT WEBINAR TITLE

As we talk to customers and executives just like across the INSERT INDUSTRY, we're hearing time and time again that companies are searching for new ideas about INSERT PROBLEM

I sat with the team here at COMPANY NAME, and we've identified what we see as the top "...five challenges with driving online customer engagement..."
"... four regulatory statues that should and can be changed..."

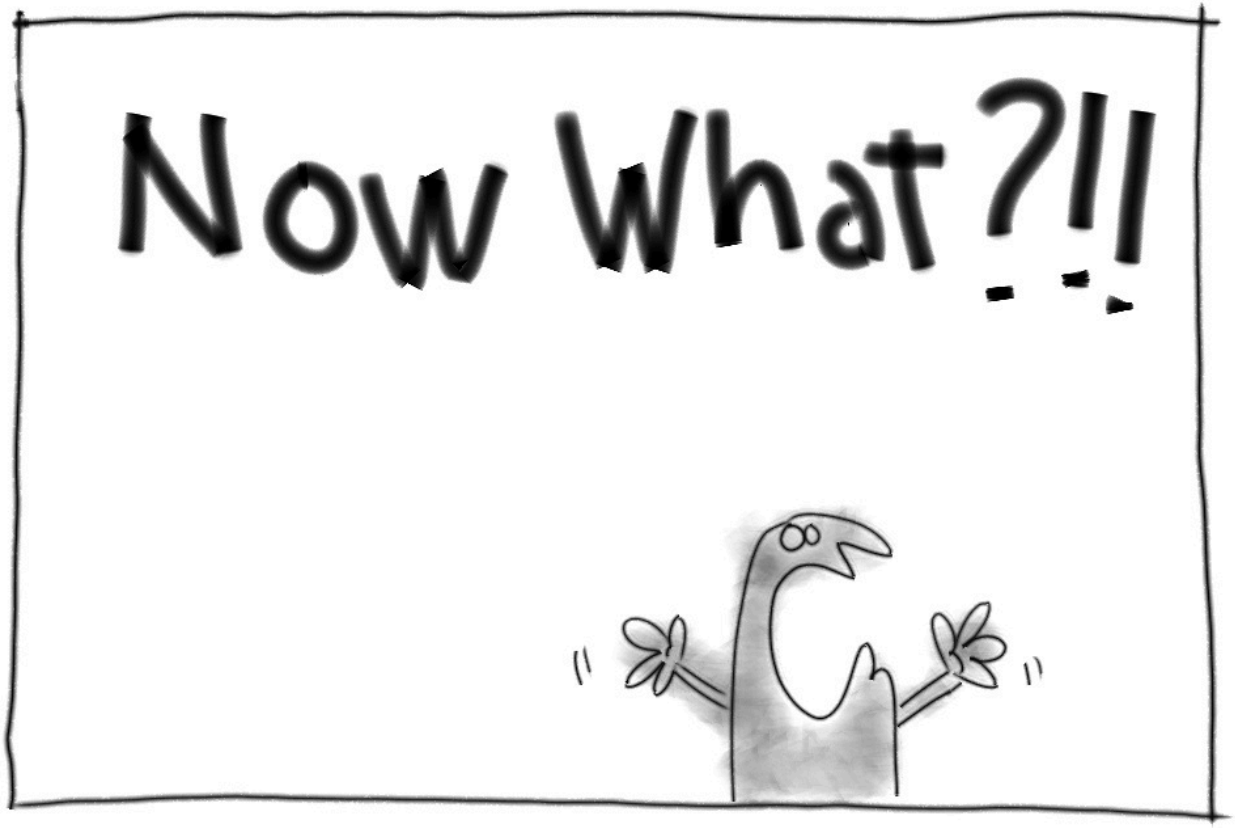
E-Books

February 3, 2015 // 1:00 PM

How to Create an Ebook From Start to Finish [+ 18 Free Ebook Templates]

Written by **Anum Hussain** | **@anum**

http://blog.hubspot.com/marketing/how-to-create-ebooks-free-templates-ht



- Now what?

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Opportunity

	What Problem ?	Next Action	When ?	Control ? Y / N
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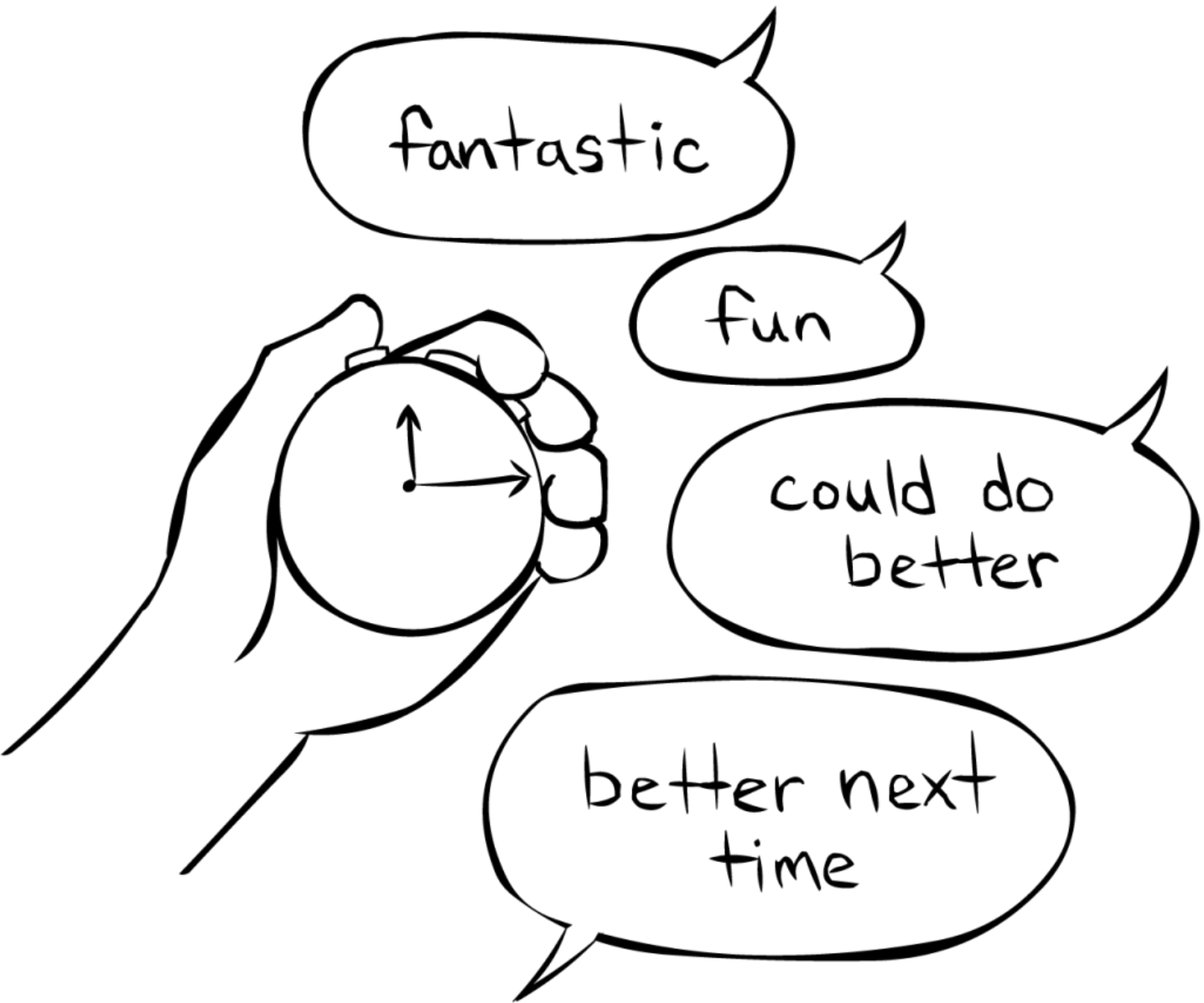
Pipeline Strategy

Opportunity Name	Risk / Gap	Strategy
		1. 2. 3.
		1. 2. 3.
		1. 2. 3.
		1.

Debrief...