

EVERYTHING YOU NEED TO KNOW ABOUT SALES PIPELINE



If there is one thing that top-performing sales teams do well, it's managing their sales pipeline effectively.

A well-managed sales pipeline can tell you whether or not you will reach your goals, how your team is performing and where you need to focus your efforts.

Advantages of Sales Pipeline



Measure Team Performance



Insight Into Deals



Predict Revenue



Help Identify Bottleneck



Update Your Sales Process



Review Your Sales Cycle



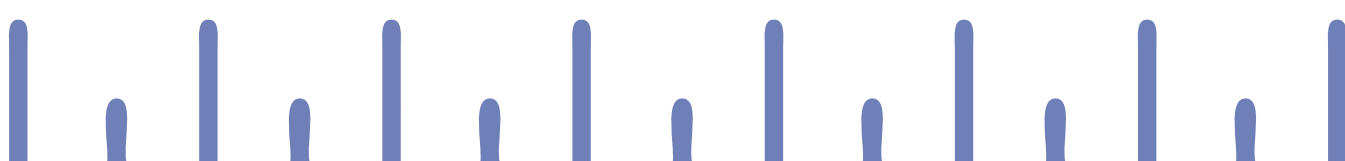
Define Sales Stages



Setting Up Potential Buyers

Steps For Creating Your Sales Pipeline

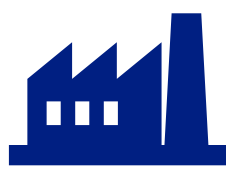
5 Metrics to Include in your Sales Pipeline



Lead Source



Industry



Decision Makers



Probability to close



Deal Size



Stages of a Sales Pipeline

