# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES, INC.

CORPORATE EDUCATION FOR MANAGEMENT, SALES, CRM

### VOLUME 1 ISSUE 30   PIPELINE MANAGEMENT

This is our 30th edition of The Monday Motivator. If you are self-employed or in direct sales, this edition is for you. If you are in sales management this edition is for you as well. If you are the vice president of a company with a sales division this edition is for you especially.
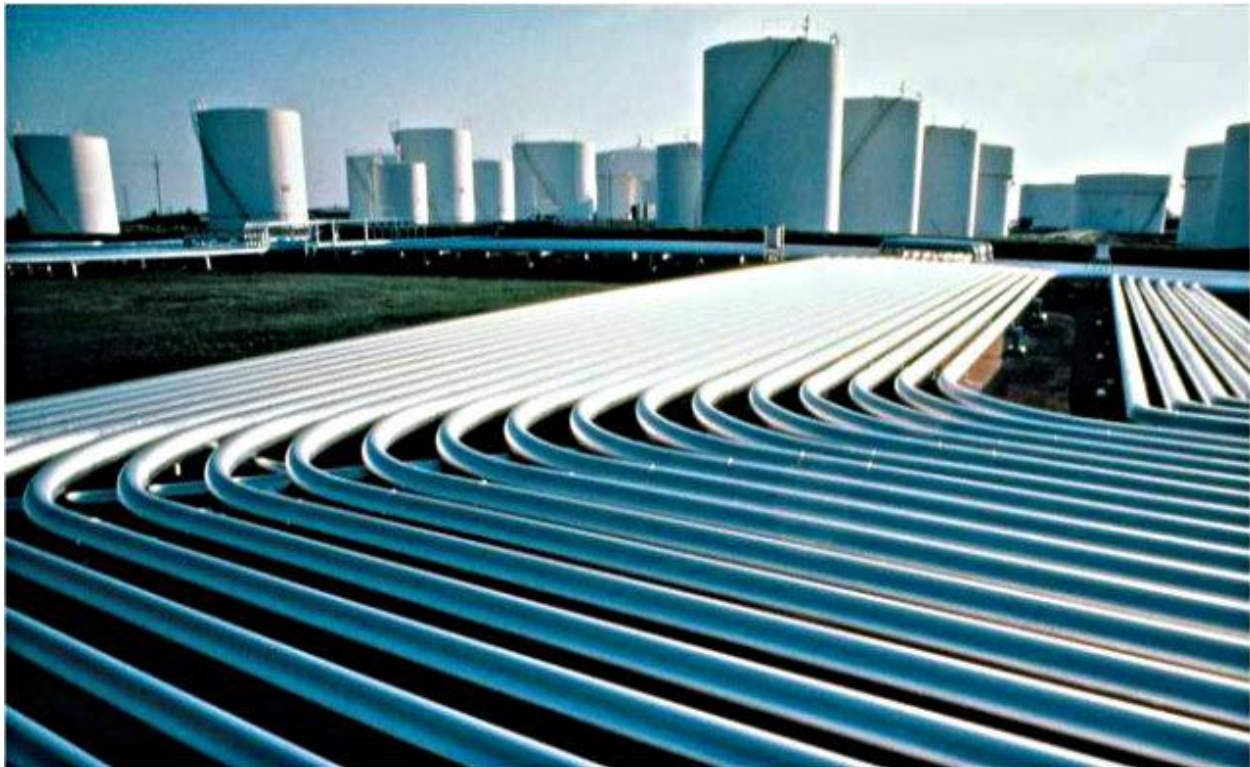
In this edition we focus on PIPELINE MANAGEMENT.

What do we mean by this? In the world of business action has to happen; cash needs to change hands; value needs to be delivered. For any of this to happen someone has to cause sales to take place. The process of synchronizing this activity is what we call Pipeline Management. Let's say that you are selling real estate or insurance services. The very first thing you'd need to do is determine what group of people would pay attention to your messages in the first place. So you gather up a data base of names with E Mail addresses and send that group an introductory message about you, your company and perhaps what you're offering. Your offer may be a little

education on the wisdom of using you and your company for the services you offer. Somewhere in your message will be a "call to action." This is where you'll ask the message recipient to reply to you, call you or expect a call from you. All your effort up to this point is the first layer of pipeline activity.
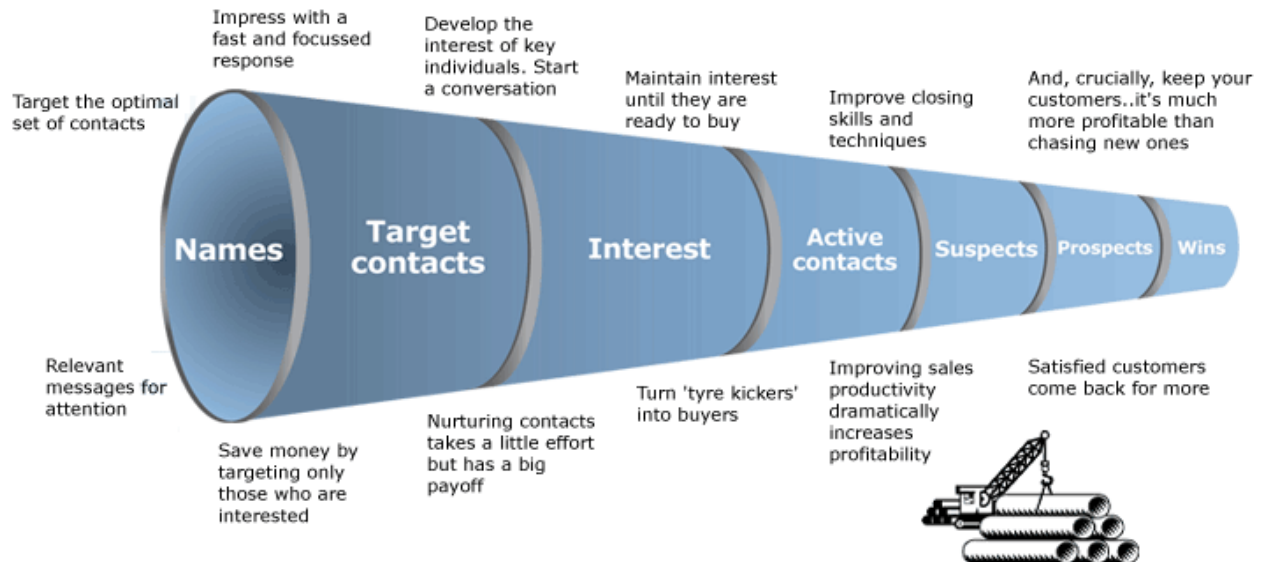
Your next activity will be to contact those you've sent an E Mail to. Usually this is done with a phone call. This is where everything slows down. If there's a clog in the pipe this is what causes it. For reasons that number into the dozens, many people just don't answer their phones anymore. They have machines that do that for them. We call them "voice mail." On average for every ten phone calls you make you'll get 6 to 8 voice mail requests from a company directory that you must push many buttons to get through. If you have a person's cell phone number you're still quite likely to get a voice mail request instead of a HELLO.

The real problem with this is the time it requires. When you leave a voice mail you're limited to what you can say that will get the other person to call you back. Many voice mail recipients will use that voice mail as a disqualifier to avoid talking to you at all. We will cover communication technique in another edition of The Monday Motivator, so for now let's just say you'll need to plan on a percentage of your initial efforts getting stuck at this point.

For those you do talk to on the phone the next step is to qualify the prospect to see if a meeting is in order. Unless you're operating an online business where such communications are not that necessary, you'll want to talk to and arrange a person-to-person meeting at some point. So, in summary we've gone from NAMES to TARGET CONTACTS to INTEREST to ACTIVE CONTACTS. That phone conversation is what changes active contacts into suspects. Suspects are those you feel are a good fit for your products or services. Here you have to maintain interest in your value proposition. Depending on what you're selling this may take a little time or a lot of time so you need to plan on this when forecasting your production figures.

In terms of organization it's a good idea to keep track of all your activity in a common place so you are aware of where you stand with your overall pipeline activity at all times. There are many types of software programs that help with this. They range from over the counter or download

packages to far more sophisticated subscription plans that include multiple levels of activity reporting within an organization. Whichever you use be sure to track your activity in a way that allows you a quick look into the pipeline to see where you stand with both your goals and your accumulating results.

Once you have a good idea of how much time is required to go from LEADS to SALES you can more accurately forecast your sales activity over time. This is one of the more important results you can achieve from good pipeline management.

Each business sector is different when it comes to pipeline management. This is due to many factors including product or service delivery time. In any case, you are far better off with some sort of tracking system to know where you are on any given day with your prospecting, presentation, closing and delivery times.

Try to imagine this is YOU, building your own pipeline to carry your prospecting and sales activity from one end to the other. Your target list goes in one end and sales come out the other.

Five Steps to A Full Sales Pipeline

5 — The Buyer Circle — Implement the Plan for turning Unaware Prospects into Buyers

4 — The Sales Plan — Build a Strategic Plan for Attracting and Nurturing Prospects through the Sales Pipeline

3 — The Website — Build a Website that is a Marketing Hub and Destination Point

2 — Your Unique Solution — Provide Specialized Products or Services to Meet These Needs

1 — The Customer — Understand Your Customers and Their Needs

To keep your pipeline full here are five steps to help you sort through that stack of directories and lists on your desk along with the data base sources on your computer. Everything starts with a prospect list and ends with a percentage of them becoming your customers. This is a big topic so we'll cover other elements of the discussion in future editions of this publication. For now simply start the process. Take action. Do something. Get the ball rolling. If we all do at least this we will all get more of the results we say we want.

In summary, pipeline management is a vital activity for any person in direct sales. Retail and online sales have completely different dynamics but even those activities depend on some form of pipeline management to be successful. Additional information on this topic can be found here: http://www.slideshare.net/IS2Marketing/the-definitive-guide-to-sales-pipeline-management-43829745?qid=d87b804b-03e2-4a64-bdf1-79a583021f23&v=&b=&from_search=1

Until next time I'm Will Robertson sending you good wishes from all of us here at Performance Strategies, Inc. / Corporate Training Consulting Group.

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