

Leading Now

Leading Business

# Managing Sales Pipeline



Salespeople drive the growth and revenue generation of an organization. They need to be able to sell their products while simultaneously centering their efforts on making sure that the true needs of their customers are met. The goal of managing a sales pipeline is to smoothly and efficiently transform leads into paying customers who are happy about their purchases. With models, tested methodologies, and a detailed simulation, this course on managing sales pipelines will help participants harness different selling styles so that their organizations can build strong, long-term relationships with their clients.

## Driving Sales Effectively

In the modern environment, salespeople need to know how to center their efforts on the needs of their customers. They need to learn to apply different tactics and sales styles based on the customer's needs so that they don't just close on a sale – they create the foundation for a long relationship with their clients.

## Key Takeaways

- Understand the characteristics of a Rockstar salesperson
- Identify the different stages in the sales process
- Employ effective questioning techniques to understand customers' needs
- Develop the right attitude for closing sales
- Apply your learning in a simulated environment

## Course Outline

- True North for a salesperson
- The top qualities of Rockstar salespeople
- How to utilize the AIDA model to drive sales
- Utilizing the 4G model of needs identification
- Utilizing the FAB formula to drive sales
- Negotiating the right way
- Displaying the right attitude as a salesperson
- Simulation Play
- Debrief session

## Learning Format



ILT  
(WORKSHOP)



VILT  
(WEB BASED)



Simulation

Knolskape's SalesQuest simulation creates a virtual environment where individuals must generate revenue for a company by turning leads into paying customers. The participants must learn to utilize the tools available to them in order to understand potential customers and offer them the right solution match their needs. By doing so, participants learn to apply different sales styles and use the right negotiation tactics to create deals where everyone involved comes out feeling like a winner.